



NATIONAL HUB FOR HEALTHCARE INSTRUMENTATION DEVELOPMENT

Anna University, Chennai – 600 025

Kalanjiyam Building, 2nd Floor, Opp. to Mining Engineering,

Ph. +91-44-2235 7938, E mail: au.nhhid@gmail.com

Dr. S. Muttan

Co-Coordinator

Dr. S. Meenakshisundaram

Co-Coordinator

Dr. S. Shenbaga Devi

Coordinator

The National Hub for Healthcare Instrumentation Development (NHHID) is funded by the Department of Science and Technology for carrying out mission-oriented projects related to healthcare instrumentation development, invites application for the Business Liaison Officer and Business Liaison Executive posts for the Project Titled “**Medical Device Development & Commercialization**”. Candidates who have passion for indigenous development of healthcare instrumentation **should submit their CVs on or before 28.02.2019** along with an education certificates to the Coordinator **through post only** to the below mentioned address.

Coordinator

NHHID, Kalanjiyam Building,
2nd Floor, Opposite to Mining engineering,
CEG Campus, Anna University,
Chennai - 600 025.

E-Mail: au.nhhid@gmail.com

The shortlisted candidates will be called for an **interview** after scrutinizing the applications. The actual date and time of interview will be intimated to the shortlisted candidates in due course by **email** only.

Sl.No	Manpower	Essential and Desirable Qualification
1.	Business Liaison Executive – 1 Post (Rs. 20,000/- per month)	Essential: MBA (Regular) Desirable: Marketing & Field Survey Experience preferably Healthcare Industry.

Major Duties of Business Liaison Officer:

The candidate will support the Marketing & Field Survey Activities of the **NHHID Project** titled:

“**Medical Device Development & Commercialization**”. Specifically he/she will be employed to:

- To liaise & network with hospitals, industries, national agencies, state & central government bodies for enabling bringing of products to the market and public use, and create awareness about the facilities and services offered.
- Maintain database and updating clients and assist in monitoring the market, Use Social media analysis.
- Carry out market research and customer field surveys to assess demand, brand positioning and awareness.
- Design and create pamphlets, posters, advertising materials etc.,
- Provide assistance in developing internet presence, keeping the website up-to-date, improve visibility.

General Instructions

- Candidates attending the interview will do so at their own expense.
- Candidates should mention % of UG & PG marks in the resume.
- These posts are purely temporary.
- Selected candidates have to report for their duty within 2 weeks after the interview.
- The duration of the fellowship would be co-terminus with the project.
- The selection criteria are as per the guidelines of Anna University, Chennai.

For further details please contact: Coordinator, NHHID, Anna University, Chennai - 600 025.
ph. +91-44-2235 7938, E-mail: au.nhhid@gmail.com

**Coordinator
NHHID**