

Fakeeh Care Group	Document #:			
Title: SCOPE OF FAKEEH CARE GROUP MARKETING OFFICE, FCG-GMO	Classification: <input type="checkbox"/> CPP <input type="checkbox"/> APP <input type="checkbox"/> OPP <input type="checkbox"/> IPP	<input checked="" type="checkbox"/> New	<input type="checkbox"/> Revised	<input type="checkbox"/> Renewal
	High Risk <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Version: 1	Issue Date: 14-07-2023	
	Replaces:	Effective Date: NA	Expiry Date: NA	
Applicability: To Corporate Head Office & Business Unit Heads				

## 1. Purpose of Group Marketing Office (GMO):

### 1.1. Operating on a two-fold structure:

- 1.1.1. **GMO for Fakeeh Care Group:** works for the overall growth of the group, building culture for growth, building brand image and reputation, business and revenue.
- 1.1.2. **GMO for individual units:** will also support individual entities as a guide and a mentor. It will create systems for planning communication strategy and guide the team for meeting their marketing objectives.
- 1.2. Every company needs a Growth Marketing Team – Fakeeh Care Group, Group Marketing Office is created with the vision of driving growth marketing and consistency in communication across the group.
- 1.3. Creating a growth culture with the help of every stakeholder in the group.
- 1.4. Fostering a unified culture supporting the legacy of Fakeeh Care Group by speaking one language across the group.
- 1.5. Laying out the group's ethos, core values, and its reason for existence
- 1.6. Attaining senior leaderships buy-in relating to company culture and learn from each other on best practices.
- 1.7. Empowering and supporting teams on work alignment, development of marketing & BD teams with cross-functional expertise and promoting the shared values.

## 2. Definitions/Abbreviations:

- 2.1. **Group Marketing Office:** planning, marketing strategy, creation and circulation of key marketing communication are all done by one group office to different unit offices for execution.
- 2.2. **Growth Marketing:** using data driven marketing to drive growth by anticipating change and plan strong communication strategies to make constant improvements.
- 2.3. **Culture:** is a set of shared core values and practices that define an organization, both internally for employees and externally as part of its public image. The more well-defined a company's culture is, the more likely they are to attract top talent that prioritizes shared values.
- 2.4. **Core Values:** are the deeply ingrained principles that guide all company actions and serve as its cultural cornerstones.
- 2.5. **Fakeeh Care Group:** Renowned healthcare chain in the Kingdom of Saudi Arabia with its flagship hospital, Dr. Soliman Fakeeh Hospital located in Jeddah. Founded in 1978, FCG has completed 45 glorious years. Along with the hospital chain across KSA and UAE, the company also operates ambulatory care centres, pharmacies, medical retail, health tech, construction, and facility management services through its subsidiaries in KSA and UAE.
- 2.6. **FCG:** Fakeeh Care Group

- 2.7. **FCG-GMO:** Fakeeh Care Group Group Marketing Office
- 2.8. **GMO:** Group Marketing Office
- 2.9. **KSA:** Kingdom of Saudi Arabia
- 2.10. **UAE:** United Arab Emirates
- 2.11. **BU:** Business Unit(s)
- 2.12. **W.R.T:** With respect to
- 2.13. **Weekly/Monthly Report:** It's a measure of your current state of marketing operations, execution of marketing strategy and its performance versus the desired state.

### 3. Scope: GMO (Group Marketing Office) for Fakeeh Care Group

GMO for Fakeeh Care Group	
3.1.	<p><b>3.1. Group-wide communication strategy</b> - GMO will work with the President's Office for the group's communication agenda and also work with individual business heads on their respective marketing &amp; communication objectives.</p> <p><b>3.2. Own thinking and communication strategy team for Fakeeh Care Group &amp; companies</b></p> <p><b>3.2.1. GMO – Group Level</b></p> <p><b>3.2.2. Marketing Manager – Unit Level</b></p> <p><b>3.3. Fakeeh Care Group Campaigns-</b> to conceive and execute in alignment to the work values and brand positioning.</p> <p><b>3.4. Group-wide communication alignment-</b> Aligning internal and external communications around FCG core values and culture of the organisation in KSA and UAE.</p> <p><b>3.5. Cross communication initiatives to boost the impact-</b> Aligning group communication and cascading communication at unit level for internal &amp; external channels across KSA and UAE.</p> <p><b>3.6. Adherence to Group brand guidelines</b> - will be monitored by GMO for every unit W.R.T internal and external communication.</p> <p><b>3.7. Consistency</b> - in language, styling and usage of Fakeeh Care Group templates will be monitored across the group for both online and offline media.</p> <p><b>3.8. GMO</b> - will monitor and give feedback on all-important communication primarily external, for crucial events &amp; occasions.</p> <p><b>3.9. Big Campaigns for individual units</b> - FCG-GMO will conceive, guide, support, and provide ideas for successful reach.</p> <p><b>3.10. Creation of unified agile growth culture</b> – and articulate the group's core values, ethos and its reason for existence.</p> <p><b>3.11. Collaboration Initiatives supporting culture</b> - for encouraging a collaboration mindset by sharing ideas &amp; best practices across the group through Discover Fakeeh sessions with senior leadership.</p> <p><b>3.12. Engagement initiatives for group culture</b> – Academic Awards</p> <p><b>3.13.</b> Aligning all the leadership and key stakeholders on the overall group's culture and growth priorities.</p>

#### 4. Scope: GMO (Group Marketing Office) for Individual Units

GMO for Individual Units		Stakeholder
4.0	<p><b>4.1. Central contracting:</b> for the high budget marketing campaigns. All agencies will be hired under Group Marketing Office (GMO) – Website, Digital Marketing, Campaign Video, Design &amp; Content, etc</p> <p><b>4.2. Budget Planning</b> – Support in planning yearly budgets and monitoring the spending.</p> <p><b>4.3. Centralized utilization of marketing teams</b> - design content, etc</p> <p><b>4.4.</b> Advisory services for all units.</p> <p><b>4.5. Repository</b> - Archives, templates and repository of designs to maintain consistency. Populating Brand and Communication assets on a shared platform and provide access to key stakeholders and marketing teams.</p> <p><b>4.6. Quality check</b> on various communication from time to time</p> <p><b>4.7. Accountability</b> – linking marketing efforts to business results.</p> <p><b>4.8. Training and development</b> of marketing and BD teams</p> <p><b>4.9. Review marketing communication</b> for individual units and provide suggestions for continuous improvement.</p> <p><b>4.10. Monthly unit level reports</b> to be shared with CEOs.</p> <p><b>4.11. Weekly report to the President</b> on progress of various entities on growth.</p> <p><b>4.12. Biweekly meeting</b> -with regional marketing and business development heads.</p> <p><b>4.13. SOPs and formats-</b> Provide support to individual entities in creating standard operating procedures for brand communication and business development.</p> <p><b>4.14. Implementation-</b> Monitoring the implementation of larger campaigns.</p> <p><b>4.15. Measuring Impact-</b> Guiding the units on measuring the impact of these campaigns and reporting to GMO</p>	<p>FCG &amp; all BUs BU's Marketing</p> <p>BU's Marketing</p> <p>BU's Marketing</p> <p>FCG &amp; all BUs BU's Marketing</p> <p>BU's Marketing BU's Marketing &amp; BD</p> <p>BU's Marketing &amp; BD</p> <p>GMO</p> <p>BU Heads President's Office</p> <p>BU's Marketing &amp; BD</p> <p>BU's Marketing &amp; BD</p> <p>BU's Marketing &amp; BD Heads BU's Marketing &amp; BD</p>

**1. Monitoring:**

Policy Indicator Measure (if applicable)	Source of Data	Responsible
<ul style="list-style-type: none"> <li>Weekly report to President</li> <li>Project plan and timelines for specific projects</li> </ul>	<b>Online, Offline &amp; Direct from the units</b>	<b>FCG-GMO</b>
<ul style="list-style-type: none"> <li>Monthly report to the CEO of each unit with a copy to President's office</li> </ul>	<b>Online, Offline &amp; Directly from the units</b>	<b>FCG-GMO</b>

**2. Forms/Attachments/Flowcharts: N/A**

**3. Material/Equipment: N/A**

**4. References/Links to External Sources: N/A**

Reference	Hyperlink to External Source or Reference if Available

**5. Approvals:**

**9.1. Prepared by:**

\_\_\_\_\_  
**Name, Designation**

Date:

**9.2. Reviewed by:**

\_\_\_\_\_  
**Name, Designation**

Date:

**9.3. Approved by:**

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**Name, Designation**

Date: