



LIFECARE CONNECT

AN ANCESTRA GROUP COMPANY · NIGERIA & AFRICA

WE'RE HIRING

Social Media Manager

LOCATION Uyo, Akwa Ibom State, Nigeria (on-site)	EMPLOYMENT TYPE Full-time, permanent
DEPARTMENT Sales & Business Development (Marketing)	REPORTS TO Sales & Business Development Office
APPLICATION WINDOW 1 November – 31 December 2026	TARGET START DATE 4 January 2027

ABOUT LIFECARE CONNECT

LifeCare Connect Nigeria Limited is the CAC-registered umbrella commercial entity through which every Group platform is marketed, contracted and delivered in Nigeria and across Africa. It sits under the Ancestra Group parent brand, alongside LifeCare Medical Group. The Group operates five platforms, three of them in active focus: Ancestra Health (a full health-tech suite — Telehealth, EHR, ClinicOS, Hospital Management OS, Lab Management OS), QualiSentinel (a quality-management SaaS product, also offered as an outsourced Quality Management as a Service), and JAPAC Accreditation (laboratory, testing and certification-body accreditation services). Two further platforms, OneHealth Sentinel and NCD Sentinel, are secondary, longer-lead opportunities pursued primarily through a government and public-sector sales motion. Contracts, invoicing and local employment all run through LifeCare Connect — there is no separate Employer of Record. We are opening our founding operations base in Uyo, Akwa Ibom State, with a start date targeted for January 2027, and are building the launch team that will get every part of that office running from day one.

ROLE OVERVIEW

The Social Media Manager owns the Group's public voice across every channel — building the top-of-funnel awareness that feeds the Sales & Business Development Office's lead-qualification pipeline, and carrying the Group's Teal Trust brand identity consistently across Ancestra Health, QualiSentinel and JAPAC Accreditation.

KEY RESPONSIBILITIES

- Own LifeCare Connect's social media presence and content calendar across all Group platforms — LinkedIn, Instagram, Facebook, X/Twitter and other relevant channels.
- Develop and execute content strategy that builds awareness ahead of the Sales & Business Development Office's lead-generation and qualification process.
- Produce and schedule content: posts, graphics, short-form video and campaign creative in the Group's brand identity.

- Track engagement metrics and feed pipeline-relevant insight into the Sales & Business Development Office's reporting and forecasting.
- Coordinate with the Business Development Team on brand voice and consistency across every platform and market.
- Support recruitment advertising and employer-branding content alongside HR.
- Manage content updates to the company website in coordination with IT Operations.
- Monitor competitor and industry activity across the health-tech, quality-management SaaS and accreditation space.

REQUIREMENTS & QUALIFICATIONS

- Bachelor's degree in Marketing, Communications or a related field.
- A minimum of 3 years' social media management experience, ideally in B2B, health-tech or professional services.
- Strong content creation skills — copywriting plus basic graphic design or video editing (e.g. Canva, Adobe Suite, CapCut).
- Familiarity with social media analytics tools and scheduling platforms.
- Good understanding of the Nigerian and wider African social media landscape.

WHAT WE OFFER

- Ownership of brand voice for a five-platform health-tech and quality-services group from its Uyo launch.
- Creative latitude within an established brand identity and visual system.
- Direct collaboration with Sales, HR and the Business Development Team.

HOW TO APPLY

Send your CV and a short cover note to careers@lifecareconnect.ng with the position title in the subject line. Applications are reviewed on a rolling basis; early applications are encouraged as interviews may begin before the window closes.

Compensation: Competitive salary, commensurate with experience.