

## **Title: (Senior) Brands and Digital Marketing Specialist**

### **About TAKE2 HEALTH LTD.**

Take2 Health Limited (“Take2”) is a healthcare start-up which explores, invents, and builds empowering platforms to harness the power of biomedical sciences and informatics to deliver better healthcare solutions to individuals and communities with actionable information and results. Headquartered in Hong Kong, China, Take2 aims to be a key driver that makes the most disruptive healthcare inventions widely accessible to the public in China and Asia. (<https://www.take2.health>)

### **About the Position**

Take2 is seeking a talented individual to join the company who will work with scientists, doctors and engineers in the fight against cancers for the benefits of mankind. It is an exciting position in an early-stage start-up which requires enormous energy, vision, aspiration and innovation.

### **Responsibilities**

- Collaborate with the department head to define the marketing calendar, including marketing campaigns, launching, joint promotion, events, etc. for HK and China;
- Formulate and manage marketing & brand awareness campaigns which align with the overall branding strategy, and participate in the whole process from idea creation, production to launching;
- Raise brand awareness, create buzz, and generate desirability of the brand in HK & China;
- Manage and develop website design and content;
- Define SEO / SEM strategy and work closely with agency to deliver result;
- Monitor and analyse brand performance including online & offline presence, provide report for internal discussion and discovery for further enhancement.

### **Requirements**

- Degree holder in any disciplines, preferable in Business, Marketing or related field;
- A minimum of 4 years of relevant experience, preferably from FMCG, F&B, skincare, cosmetic, healthcare, insurance, biotech, and other retail industry; agencies candidate with relevant industry exposure would also be considered;
- Strong knowledge in branding and marketing campaigns, with solid experience in creative advertising projects, such as key art, graphic layout, video content, social content etc.;
- Experience in market & competitor research, able to understand industry trends to provide recommendations and evaluation on new tactics for branding & digital marketing;

- Able to keep positive thoughts and CAN-DO attitude through challenges and difficulties;
- Willing to pick up new industry knowledge and new marketing tactics;
- Excellent analytical, presentation, communications, and project management skills;
- Able to multitasking and meet tight deadlines;
- Good command of spoken and written English, Chinese and Mandarin.

Please email your application titled “*Application for Brands and Digital Marketing Specialist*” to [career@take2.health](mailto:career@take2.health)