



## **Marketing Executive**

**Friendly Clinic, 5-Day Workweek**

*Come join us where you can make a difference!*

### **Who We Are :**

Oriental Remedies Group (ORG) is a leading patient-centered healthcare provider offering effective treatments grounded in Traditional Chinese Medicine (TCM) and enhanced with medical technology. In ORG, we execute a high level of care and respect for our patients and aim to empower a wellness community for all mankind - through our cutting edge technology and excellent bilingual service for everyone! At the core of our vision is to empower communities to lead a healthy and fulfilling life. We believe that with quality and targeted care, we are able to reduce suffering and improve patients' life quality to #BeTheBestYouCanBe.

### **The Position:**

We are looking for a talent who is experienced in digital marketing to lead the planning, execution and optimization of online marketing campaigns. The ideal candidate will be an independent worker with a keen eye for details and a flair for writing. He/She should be well-versed in digital marketing concepts and understand how each can be leveraged to acquire new leads and revenue for the company.

### **Lead Digital Advertising & Search Engine Optimisation**

- Manage agencies and lead the optimization of online ads and SEO
- Facilitate creation of ad creatives and website content
- Measure and evaluate campaigns
  - Analyze performance of advertising campaigns
  - Analyze Google Analytics data and SEO performance

### **Manage Hubspot & Lead Lifecycle Marketing**

- Create lifecycle/customer journeys and email drip campaigns
- Lead the use of CRM to automate marketing activities and export reports

### **Marketing partnerships**

- Search and manage marketing partnerships including but not limited to
  - Digital listings
  - Content collaboration

### **Support other marketing efforts**

- Creation of marketing collaterals and other materials
- Content ideation and creation for website articles
- Marketing reports and admin
  - Include but not limited to pulling out data and analysing it
- Support PR efforts
  - Liaise with PR agency to arrange media engagements and gifting
  - Media tracking and storing clippings

### **Job Requirements:**

- Minimum Diploma in Marketing or any other related field
- At least 3 years of experience in digital advertising (SEM, Facebook ads and/or more) and SEO
- Added advantage for candidates who are experienced with Hubspot or other CRM software
- Good understanding of digital marketing concepts
- Strong data analytics skills for tracking and measurement of campaign success
- Strong writing skills
- Good eye for layout and design

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If you are keen to explore this exciting role with us, please send in your interest with your latest resume to [hello@orientalremediesgroup.com](mailto:hello@orientalremediesgroup.com)

*We regret that only shortlisted candidates will be notified.*