



Designation : DIGITAL MARKETING MANAGER
Working Days : 5-day work week (Monday - Friday)
Working Hours : 8.30 am - 6.15 pm
Work Location : Hybrid arrangement (Work From Home & Physical Meetings in clinic)

Important Note:

Please [read the full Job Responsibilities & Requirements](#) very carefully before deciding whether you have the skills, knowledge, and experience that we are looking for (as stated below).

Find us on:

- 👉 <https://www.orientalremediesgroup.com/>
- 👉 <https://www.instagram.com/orientalremedies/>
- 👉 <https://www.facebook.com/Orientalremediesgroup>

The Company:

Oriental Remedies Group (ORG) is a leading patient-centred healthcare provider offering effective treatments grounded in Traditional Chinese Medicine (TCM) and enhanced with medical technology.

We are a modern TCM with a start-up that grew from 5 to 60+ people strong in merely 3 years. Despite the pandemic, we continued with our expansion to provide more patients with quality healthcare. We recently expanded our Jurong East outlet and opened our 3rd outlet at Upper Thomson this year.

Not only were we awarded the Best TCM Clinic of The Year in Asia Pacific by Global Health Asia-Pacific in 2021, but we were also featured during Prime Minister Lee's 2022 May Day Rally speech for our safe and conducive workplace policies.

ORG does things differently; we believe that our employees are the key drivers of the company. We provide our employees with equal opportunities to initiate change and have a say in the work that they do while supporting them with mentors to guide them through challenges.

With Employee Growth in our DNA and our belief that a good life begins with a good company, we hope to grow our team with dynamic talents who are independent workers committed to a growth mindset.

If you think you have the skills to power Oriental Remedies Group's growth, apply now!

Key Responsibilities:

1. **Lead Digital Advertising & Search Engine Optimisation**
 - Manage agencies and lead the optimization of online ads and SEO
 - Facilitate the creation of ad creatives, website content, and other relevant materials
 - Measure and evaluate campaigns
 - Analyze performance of advertising campaigns
 - Analyze Google Analytics data and SEO performance
2. **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
3. **Marketing partnerships**
 - Search and manage marketing partnerships including but not limited to
 - Digital listings
 - Content collaboration
4. **Support other marketing efforts**
 - Creation of marketing collaterals and other materials
 - Support PR efforts
 - Liaise with PR agency to arrange media engagements and gifting
 - Media tracking and storing clippings
 - Other marketing tasks and related duties assigned by the manager

Key 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
- Familiar with HubSpot or other CRM software is an added advantage
- 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

Job Highlights:

1. **Annual Leave: 18 days onwards**
2. **Birthday Leave:** (We believe employee should take a **day off** to celebrate their birthday with their loved ones)
3. **Attractive TCM Benefits** for yourself and your family members; **Unlimited FREE treatment/services for our employees, and 50% discount for employees' family members!**
4. **Competitive and Attractive Salary Package** (we believe in caring and investing in our employees' future)
5. **Yearly Performance Bonus**
6. **Insurance coverage**
7. **Location: All the clinics are highly accessible to public transport (Bus stops are just right in front of the clinics)**
8. **Great working culture:** Fun and enjoyable workplace that **embraces Diversity**
9. **Work-life balance/harmony;** Delivering happiness to all our employees
10. **Clear Progression Plan to grow in the Company.**
11. **Trained and Guided by our own in-house mentorship programme and excellent opportunities for career advancements.**
12. **Exposure to technological enhanced therapies only available in our clinic - you cannot find in other TCM clinics!**

[Why Should You Join Us?](#)

GREAT CULTURE AND ATMOSPHERE:

Because the people here are Amazing and Crazy Fun. And you will get to have great autonomy in managing your priority and careers. You will definitely love it here in ORG. #workfam

ATTRACTIVE SALARY PACKAGE AND BENEFITS:

Because we offer benefits which are most desired and valued by people. The people in ORG are the backbone of the Company, and they are the core of everything we do; hence we believe in caring and investing in our employee's future.

GROWTH AND CAREER DEVELOPMENT:

Because the sky's the limit, and in ORG, we firmly believe that our employees' growth, development, and well-being are the most significant factor ever. Receive quality coaching from experienced managers from diverse backgrounds to grow in your skills and career.

DIVERSITY:

Because we are diverse, equity, and inclusion in ORG, we are an equal opportunity employer who makes decisions without regard to age, identity, gender, race, color, ethnicity, etc. We let our people be themselves and accommodate each other's differences and grow together.

Don't miss this opportunity to be part of Oriental Remedies Group if you are looking for a job and company culture you won't dread every morning! Apply now and join the team!

[Interested candidates, please send your latest updated resume by clicking "Apply Now" .](#)

Please include the following in your resume:

1. Earliest availability
2. Reason for leaving the last position (if applicable)
3. Current/ last drawn salary
4. Let us know why you're a good fit for this role!

Our apologies: only shortlisted applicants will be notified.

Thank You for Applying! Stay Safe!