

The Company

Oriental Remedies Group (ORG) comprises of *Oriental Remedies Clinic* - a leading patient-centered healthcare provider offering effective treatments grounded in Traditional Chinese Medicine (TCM) and enhanced with medical technology, and *Oriental Remedies Store* - our retail pillar.



We are a modern TCM start-up that grew from 2 to 60 people strong in merely 4 years. Despite the pandemic, we continued with our expansion to provide more patients with quality healthcare. We recently opened our flagship clinic in Orchard and will be starting at our fifth location in July 2023.

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 coaches 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!

Find us on:

👉 <https://www.orientalremediesgroup.com/>

👉 <https://www.instagram.com/orientalremedies/>

👉 <https://www.facebook.com/Orientalremediesgroup>

Senior Marketing Executive

Job Responsibilities

Marketing

- Planning and execution of marketing action plan to promote brand visibility as well as generate product demand and achieve revenue targets.
- Lead and execute multi-channel marketing campaigns involving traditional and digital channels to reach target audiences, driving brand and product awareness, community engagement, and product sales.
- Work with e-commerce enablers/agencies to manage and grow marketplace stores.
- Develop, manage and continually improve company's e-commerce platforms.
- Lead social media marketing which involves content ideation, content creation, and platform management.
- Lead the engagement of Key Opinion leaders (KOL).
- Work with the agency to run and optimise advertising and SEO campaigns.
- Lead email marketing which involves creating content and scheduling EDMs.
- Generate and provide management with activity and result reports not limited to weekly work plans, monthly revenue reports and online marketing analysis.
- To effectively source for vendors, obtain and negotiate the best quote from the vendors on all items / events without compromising on quality and standard.
- Key analysis of TCM, market trends and consumer insights to understand consumer and market requirements.
- Assist in the planning and execution of other marketing activities not limited to events, product merchandising, marketing collaterals, photoshoots, creative media kits and brand collaborations.

Product Development

- Involve in the development of new products as outlined in the product development strategy.
- Keep abreast of the latest ingredient and delivery technology of dietary supplements and demonstrate knowledge to recognize key ingredients and functionality that are necessary to launch new products.
- Work collaboratively with the manufacturers to ensure development and delivery of new products with highest level of quality; including safety, formula stability.
- Interact and request for technical information from the manufacturer as required.
- Ensure product launch success by working cross functionally with departments throughout the entire product development process.
- Assist in the management of project timelines to support on time product strategy including all aspects of product development, clinical and quality testing, packaging and regulatory.
- Assist in writing new product details / data sheet with the purpose of providing the science behind the key ingredients, product benefits and supporting claims.
- Assist in the review of pre-press artwork, marketing press kit and internal product training.

Job Requirements

- Diploma or Degree in Marketing / Business / Mass communication / Chemistry.
- Proven track record of successful retail & online marketplace management preferred.
- Possess great passion and interest in TCM or healthcare industry.
- Fresh graduates are welcomed; training will be provided.
- Able to adapt quickly to situations and comfortable working in a fast-paced environment.
- Proactive, enthusiastic, independent, compassionate, and has a positive learning attitude.
- Good team player with excellent interpersonal and communication skills.
- Candidates with relevant experience will be considered for a senior position.

Job Highlights

1. Annual Leave - 14 days onwards
2. Birthday Leave - We believe employee should take a day off to celebrate their birthday with their loved ones.
3. FREE TCM services and Tech-enhanced therapies for our employees, and 50% discount for employees' family members!
4. Attractive and Good Commissions Entitlement
5. Great working culture - Fun and enjoyable workplace that embraces Diversity and Work-life balance/harmony.

Why Should You Join Us?

GREAT CULTURE AND ATMOSPHERE:

Because you will be working along with amazing and crazy fun people. We have cyclists, chefs, yogis, gamers, athletes, animal lovers, motivational and inspirational trainers, foodies, and many more. You'll definitely love your #workfam.

GREAT SALARY PACKAGE AND BENEFITS:

Because we offer benefits which are most desired and valued by people. We believe that the people in the team are the backbone of the company, the core of everything we do. This is why we invest so much in our employee's welfare and future.

GROWTH AND CAREER DEVELOPMENT:

Because the sky's the limit and we firmly believe that our employees' growth, development, and well-being are the most significant factor. We hope to grow with our employees, we want our people to shine brighter as they progress with the company.

DIVERSITY:

Because we value equity and inclusion. We are an equal opportunity employer who makes decisions without regard to age, identity, gender, race, colour, ethnicity, etc. We encourage our employees to be their true selves at work.