

### **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>

## **Assistant Marcom Manager**

### **Job Responsibilities**

#### Community Management:

- **Community Building and Growth:** Developing strategies to attract and retain members on various social media platforms and other online communities. This involves understanding target audiences, creating engaging content, running initiatives to foster a sense of belonging and creating initiatives to attract new users
- **Engagement and Moderation:** Encouraging interaction within the community by responding to comments and messages, creating engaging content and hosting interactive activities or discussion to ensure a positive environment.
- **Customer Support:** Addressing users inquiries, concerns, and feedback promptly and professionally, often acting as the primary point of contact within the community.
- **Community & VIPs Engagement Events:** Organising and executing community engagement events that include intimate workshops with our patients by conceptualising the event's theme, message and communication through activities such as exclusive workshops, festive gifting and seminars

#### Social Media Marketing:

- **Content Creation and Management:** Developing and scheduling engaging content tailored to each platform's specific audience and format. This content should resonate with the community, reflect the brand's voice, and align with marketing objectives.
- **Campaign Management:** Planning, executing, and analysing the performance of social media campaigns using relevant tools and tracking metrics like engagement, reach, and website traffic.
- **Community Advocacy and Brand Awareness:** Encouraging community members to become brand advocates by sharing positive experiences and promoting the brand to their networks. This helps increase brand awareness and build trust with potential customers.
- **Influencer Marketing:** Propose and execute influencer marketing strategies and campaigns with ensuring ongoing positive relationships with influencers. Prepare reports on performance data to measure success, review and optimise activities to result in an increase in brand awareness, customer acquisition and overall revenue.

#### Marketing Support:

- Staying up-to-date on industry trends and best practices in both community management and marketing.
- Collaborating with other departments to ensure a cohesive brand experience.
- Analysing data and reporting on community engagement and marketing campaign performance.



## **Job Requirements**

- Diploma or Degree in Marketing / Business / Mass communication
- Possess great passion and interest in TCM or healthcare industry.
- 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. 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.