

Recruitment

Associate Director/ Director of Brands, Communications and Creative Marketing



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. This position reports to the CEO of Take2, and it champions, develops and implement new projects for managing the company’s brands, communications and creative marketing in the healthcare industry - a traditional industry which requires new and innovative business thinking in a new era.

Job descriptions

- Bring brand values to life through every facet of the b2b and b2c customer acquisition & retention journey
- Oversee an integrated branding, PR & communications, and social media strategy
- Invent and implement new ideas for creative content, consumer education and advertising campaigns
- Design, build and maintain market presence across digital platforms in Mainland China and Hong Kong
- Develop and produce professional messages and content by collaborating with medical science teams
- Lead and coach junior team members and maintain the quality of work, discipline and morale of the team

Requirements

- Can-do attitude in an agile early-stage start-up company environment; willing to take on new challenges; able to do hands-on work independently while also able to coach and lead others
- Bachelor/ Master degree; MBA is an advantage
- 6+ years of relevant experience (for Associate Director); 9+ years of relevant experience (for Director)
- Strong track records in brand management/ digital agency service/ marketing and communications with successful new product launch experience in Hong Kong and Mainland China
- Editing and writing skills in both Chinese and English; Excellent in devising and editing content for various marketing platforms
- Project management skills; Good at handling time-sensitive projects and deadlines
- Excellent communications skills and team work; Seamless cross-team collaboration with Product & Software Team, Field Sales Team, Concierge and Customer Service Team, and Scientific Team is required
- Excellent business sense; Healthcare industry experience is not mandatory, while willingness to learn is a must

- Hands-on experience in managing paid search campaigns (PPC) and analytics tools for a growing consumer-oriented business
- This position is based in Hong Kong. Frequent travels to Mainland China are required. International travels are occasionally required
- The company will assist in the application for working visa for non-local employees

Please email your application titled "*Application for Associate Director/ Director of Brands, Communications and Creative Marketing*" to career@take2.health