

New Town Medical & Dental Service Limited (新都醫療)

Job Title: Assistant Marketing Manager

Job responsibilities

- Lead the marketing team in developing and implementing all rounded marketing strategies.
- Plan and control A&P budget and sales analysis to achieve business objectives.
- Manage, analyse, and optimize all rounded marketing programs.
- Develop marketing strategies to generate inbound and nurture potential customers.
- Measure and report performance of all marketing campaigns, and assess against goals ROI and KPIs.
- Recommend branding and marketing objectives and strategies with strategic review and in-depth analysis of the overall marketing climate.
- Achieve brand image building in the mid to long run.
- Monitor and analyze market trends, competitor's performance and activities and develop counteracting strategies and programs.
- Identify trends and insights, and optimize spend and performance based on the insights.
- Oversee and manage all contests, giveaways, and other digital projects.

Job requirements :

- Degree holder in Business/ Marketing/ Statistics/ Media/ Public Relations/ Communications/ advertising or other related disciplines.
- **5 years or above of experience in digital marketing** including SEM, SEO, Display Advertising, Social Media Marketing, Website development, Programmatic, Marketing automation, A/B testing, Landing page optimization.
- Experience in the medical industry or relevant roles is an advantage.
- Attentive to details, figure sensitive, strong analytical skills, ROI driven.
- Good understanding of business operations, project management, strong people management skill.
- Good team player with excellent communication and interpersonal skills.
- Immediate available is highly preferred.

Application

Please forward your resume, a recent photograph, and expected salary via email to **recruit@newtownmedical.com.hk**

The information provided will only be used for recruitment related purposes. All personal information on unsuccessful candidates will be destroyed after 6 months.