



**Corporate Copywriter / Creative Copywriter**  
**Top Tier of Biotech Industry**

- Competitive salary package
- Open to candidate without Biotech knowledge

**About Our Company**

TAKE2 is a health-care start-up which explores, invents, and builds empowering platforms to harness the power of biomedical sciences and informatics to deliver better health-care solutions to individuals and communities with actionable information and results. Headquartered in Hong Kong, TAKE2 aims to be a key driver that makes the most disruptive health-care inventions widely accessible to the public in China and Asia.

TAKE2 delivers empowering, actionable and timely information and solutions for individuals and communities to maintain health and combat disease.

**What you will be doing**

1. Conceptualize original work with strategic thinking and copy writing skills
2. A portfolio of work that showcase outstanding storytelling and copy-writing in campaigns with marketing sense and projects of varying nature
3. Support website content development and product features enhancements, engage the sales & marketing team and prepare Go-To-Market related documentations
4. Attending pitching sessions with media and corporate clients to facilitate insightful interactions
5. Streamlining the collaboration with internal teams

**The Successful Applicant**

1. Excellent communication and written skills in English and Chinese and creative concept
2. Strong technology skills, including Office, web-based & social media
3. Positive attitude, hands-on and can-do mentality



**Senior Brand and Digital Marketing Officer /  
Assistant of Brand and Digital Marketing Manager**

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**Responsibilities:**

1. Formulate digital marketing plan and analysis consistent with overall business plan
2. Raise brand awareness, create buzz and generate desirability of the brand in HK & China
3. Develop a product seeding and social media strategy in order to reach out to the relevant editors, KOLs, influencers and maximize exposure and visibility across HK and China
4. Write and optimize marketing and editorial content for the website and social media accounts
5. Manage and develop website design and content
6. Define SEO / SEM strategy and implement at reasonable price
7. Track and analyse website and campaign traffic flow and provide regular internal reports
8. Competitor analysis via website and social media platform
9. For marketing calendar, in collaboration with department head, define the marketing calendar including launching, joint promotion, event for HK and China

**Requirements:**

1. Able to keep thoughts positive and CAN-DO attitude by using positive language and challenging negativity
2. Excellent analytical, presentation, communications and project management skills
3. Strong strategic planning, analytical, creative, result-oriented, start-up mentality and able to work independently
4. Collect market intelligence, benchmark and understand trends to provide recommendations and evaluation on new technologies for digital marketing
5. Able to meet tight deadlines
6. Good command of spoken and written English, Chinese and Mandarin

*Please email your application to [career@take2.health](mailto:career@take2.health)*