

## **Title: (Senior) Brands and Digital Marketing Specialist**

### **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.

### **Responsibilities**

- Collaborate with the department head to define the marketing calendar, including marketing campaigns, launching, joint promotion, events, etc. for HK and China;
- Formulate and manage marketing & brand awareness campaigns which align with the overall branding strategy, and participate in the whole process from idea creation, production to launching;
- Raise brand awareness, create buzz, and generate desirability of the brand in HK & China;
- Manage and develop website design and content;
- Define SEO / SEM strategy and work closely with agency to deliver result;
- Monitor and analyse brand performance including online & offline presence, provide report for internal discussion and discovery for further enhancement.

### **Requirements**

- Degree holder in any disciplines, preferable in Business, Marketing or related field;
- A minimum of 4 years of relevant experience, preferably from FMCG, F&B, skincare, cosmetic, healthcare, insurance, biotech, and other retail industry; agencies candidate with relevant industry exposure would also be considered;
- Strong knowledge in branding and marketing campaigns, with solid experience in creative advertising projects, such as key art, graphic layout, video content, social content etc.;
- Experience in market & competitor research, able to understand industry trends to provide recommendations and evaluation on new tactics for branding & digital marketing;

17/12/2020

- Able to keep positive thoughts and CAN-DO attitude through challenges and difficulties;
- Willing to pick up new industry knowledge and new marketing tactics;
- Excellent analytical, presentation, communications, and project management skills;
- Able to multitasking and meet tight deadlines;
- Good command of spoken and written English, Chinese and Mandarin.

Please email your application titled “*Application for Brands and Digital Marketing Specialist*” to [career@take2.health](mailto:career@take2.health)

## **Title: Internship - Brands, Communications and Creative Marketing**

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### **About the Position**

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### **Responsibilities**

- Develop thoughtful and interesting content for websites, marketing collateral, social media platforms and other communication opportunities including press release, blogs, interviews, press presentations, etc.;
- Conceptualize original work with strategic thinking and copy-writing skills;
- Prepare internal and external documents related to all business and administration scope;
- Conduct research to collect information on ways to pitch new marketing campaigns;
- Create innovative marketable content and ideas for marketing campaigns;
- Prepare campaign pitching material;
- Provide copy-writing support for PR & marketing and administration tasks;
- Provide support in ad-hoc administrative tasks.

### **Requirements**

- Degree holder in Language Studies / Communication/ Journalism or related discipline
- Working experience in creative copy-writing / translation or related field
- Excellent communication and written skills in English and Chinese and creative concept
- Strong technology skills, including Office, web-based & social media

17/12/2020

- Proactive, passionate, determined and can-do mentality
- Immediately available; Preferred availability: 5 days per week.

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## Title: Front-End Developer Intern

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### 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. We are looking for a front-end developer intern, who will join our IT team and help with the revamp of our existing online platforms, which will involve a lot of investigation and evaluation tests. We look forward to working with young students who are passionate about innovative IT technologies for front-end development and commercial IT tasks. The internship duration will be 4-5 months depending on the project length.

### Responsibilities

- Assist in building reusable components and front-end libraries using React.js or Reactjs-based Remax/Taro;
- Translate UI designs and wireframes into high quality code;
- Conduct investigation about services from major cloud vendors, such as serverless, api gateway, CDN deployment, firebase database, etc.

### Requirements

- Bachelor Degree holder in Information Technology, Computer Science or related disciplines;
- Experience in Javascripts ES6 as programming language;
- Familiarity with Reactjs or Vuejs. (Reactjs is more preferred);
- Fundamental understanding about Node.js, and related Express or Koa;
- Ability to understand business requirements and translate them into technical requirements;
- Objective-driven and self-motivated team player, with excellent time-management skills;
- Good command of written and spoken English and Mandarin.

16/12/2020

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## **Title: Strategic Partnership Specialist**

### **About Take2 Health**

Take2 Health (“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 and China, Take2 aims to be a key driver that makes the most disruptive healthcare inventions widely accessible to the public in China and Asia.

### **About the Team**

The Business Partnership and Alliance Management team is responsible for seeking and exploring new opportunities with Take2’s partners to access new markets and channels. Equipped with your business acumen, deal structure toolkits, and extensive product knowledge, you are right on the front line of interacting with our partners, and helping them find ways to grow using Take2’s latest early cancer detection technologies. Your knowledge of relevant verticals and relationships with key industry players will help shape our ambition to conquer cancer across Asia.

The Specialist works closely with strategy, sales, marketing, customer service, corporate finance teams and executive leadership to help drive overall partnership strategy for Take2. The Specialist then identify and negotiate partnerships which power the adoption of early cancer detection tests that enable the transformation of cancer management in the primary healthcare space. Take2 partners across the health value chain, from medical laboratories, healthcare providers and insurers, to government agencies, as well as industries including banking, e-commerce, fintech and many more.

### **About the Position**

As a Strategic Partnership Specialist, you will help drive Go-to-Market (GTM) strategy and partnerships to accelerate Take2 test sales exponentially, as well as identify and develop innovative product bundling to markets. You will also be delegated to set foundation, nurture relationships, thrive, and create shared-value with key partners.

### **Responsibilities**

- Identify, evaluate, develop, and manage strategic partnerships across complex and diverse sectors including healthcare institutions, insurance, digital health, and finance across Asia;
- Develop Go-to-Market strategies with the goal of creating strategically and financially impactful new business models to create values for Take2 and partners;
- Evaluate the economic and strategic cost-benefits of new and existing partnerships;

- Assist to negotiate complex and customized agreements, create scalable partnership models, and maintain and grow direct relationships with key partners;
- Operate and maintain partnership deals that have been made between Take2 and partners
- Coordinate with cross functional teams to execute the partnership models;
- Support the strategic objectives of Take2's management teams on company initiatives.

### **Requirements**

- Bachelor's degree or equivalent practical experience;
- A relationship builder with an extensive network within the technology ecosystems;
- Experience managing cross-functional internal stakeholders and building senior-level relationships;
- 0 – 3 years of experience in investment banking, consulting, or strategic partnerships;
- Strong oral and written communication skills in both Mandarin and English.

### **Preferred Qualifications**

- Experience, professional contacts and network in healthcare industry in Greater China or South East Asia; Japan and Korea markets will be a plus;
- Strong financial modelling and pitchbook creation;
- A self-starter with agility and positive attitude;
- Resourceful, analytical and problem-solving skills;
- Ability to translate big-picture thinking into partnership strategy, as well as thinking strategically and constructing creative agreement structure;
- Ability to clarify and communicate complex issues to internal and external audiences;
- Experience in legal term negotiation.

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### **About the position**

The Product Specialist/Strategist is a newly created strategic role in the Corporate Strategy and Commercial Effectiveness function. We seek a skilled professional who combines strong technical expertise and commercial lens to effectively communicate our strategies, capabilities, approaches, and products externally and internally across traditional and digital channels. The successful individual will work closely with cross-functional stakeholders, healthcare professionals and our business partners to analyze market trends, develop growth strategies, identify opportunities, and enhance knowledge and effectiveness of the team.

### **Essential Duties and Responsibilities**

- Monitor industry trends, develop competitive intelligence and market insights for business planning;
- Drive product knowledge, skills and competency development based on the continuously evolving needs of the Commercial team;
- Assist to prepare pitch book, business proposals and presentation materials;
- Uphold company mission and values through implementation of commercial effectiveness strategy;
- Assess and identify opportunities to enhance operational mechanisms and build collaborative, cross-functional relationships within the company infrastructure;
- Conduct gap analysis and collaborate with stakeholders across different functional areas to gather feedback and create programs for maximizing commercial effectiveness;
- Utilize a strategic and analytical perspective to drive improvements on service workflow and business performance;
- Manage project milestones, deliverable, tasks, schedules and project-related reporting requests;
- Manage expectations from project stakeholders and project team members through regular status update meetings.

### **Requirements**

- Bachelor's degree in biotechnology, biochemistry, biomedical or related fields; Master's degree in related fields is highly preferred;
- 3+ years of experience in product marketing, sales, commercial in healthcare or medical device industry; Candidates with product launch or market access experience in molecular diagnostics is highly preferred;
- Solid project management experience, PMP or PgMP certified or Lean Six Sigma certification is a plus;
- Excellent verbal and written communication skills (proficient in English and Mandarin Chinese);
- Understanding of customer's decision-making process, goals, objectives and strategies, business and financial acumen;
- Strong analytical, presentation and problem solving skills;
- Quick learner with flexibility to adapt to changing priorities and deadlines;
- Ability to work independently and manage multiple projects;
- Team player with good communication and interpersonal skills;
- Permitted to work for internship in Hong Kong with all statutory requirements fulfilled.

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