

## Job Description

Company Name: Eu Yan Sang (HK) Limited

Brand Name: Eu Yan Sang

Job Title: Marketing Assistant

Department: Marketing

Work Mode:  Full-time  Part-time

Job Mode:  Summer Internship  Permanent (for Year 4)

### A Brief Company Introduction

Eu Yan Sang is a leading integrative healthcare and wellness company with a unique heritage in Traditional Chinese Medicine (TCM) and has earned an unrivalled reputation as a household brand in Asia. We combine years of TCM wisdom and knowledge with modern science to validate and maintain the consistent quality and efficacy of our products and services.

Today, our offerings extend beyond retail stores, TCM clinics and concept lifestyle stores – with the aim of keeping TCM relevant as part of mainstream healthcare and modern lifestyle. Tradition and technology, working hand-in-hand for the benefit of mankind. Ancient wisdom and modern science synergising to provide a total, holistic approach to health and wellbeing. This is the essence of Eu Yan Sang.

### Responsibilities

- Support Assistant Manager to execute and monitor trade marketing promotions
- Plan and execute social media strategies to grow followers and drive engagement.
- Manage and schedule posts across platforms like Facebook, Instagram, XHS.
- Manage and liaise with designers, production house and external agencies/vendors for marketing collateral development
- Anchor adaptation of key campaign assets as per marketing brief
- Work closely with internal stakeholders - Product Marketing, CRM & Sales teams to implement marketing/ product campaigns to achieve business objectives
- Handle POSM, premium and production
- Perform ad-hoc duties as assigned

## Requirements

- Diploma/ degree holder in Marketing, Business Administration or related disciplines
- 1-2 years of related experience in the Marketing field
- Energetic, well-organized, presentable, detail-minded, logical thinking
- Good communication, presentation and interpersonal skills
- Good command of written and spoken English & Chinese
- PC Knowledge in MS Excel, Word & PowerPoint and Chinese Word Processing
- Fresh graduates are welcome

## Other Information

Work location: Tsim Sha Tsui

- 5 days work week
- Work from Home Policy
- Annual Leave
- Birthday Leave
- Public Holidays
- Discretionary Bonus
- Medical Insurance
- 13-month salary

For interested students, please send the covering letter and CV to this email [tinney.lau@euyansang.com](mailto:tinney.lau@euyansang.com) on or before the deadline 30 April 2025. Thanks & regards.

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