

## **Officer, Public Relations**

### **Responsibilities:**

- Main focus on media coordination (press materials, coverage reports, and media pitches) and investor relations.
- Support PR Manager in corporate and branding development (strategy and creative concepts, proposals, and presentations).
- Conduct PR and market research, media clips tracking and prepare PR clippings reports.
- Coordinate with internal departments for planning, organizing, and execution of various PR or CSR campaigns.
- Liaise with external parties such as advertising agency, printing house, etc, to ensure quality and timeliness of deliverables.
- Support the logistic and administration work for all PR activities.
- Manage or assist in special projects.
- Handle ad-hoc duties as required.

### **Requirements:**

- Bachelor degree in Public Relations/Communications or related discipline.
- Minimum 0 - 2 years relevant experience, preferably in PR agency.
- Proficient in MS office applications.
- Excellent communication and presentation skills.
- A proactive team player with an outgoing attitude.
- Good command of spoken and written English and Chinese including Mandarin.

## Product Trainer

### **Responsibilities:**

- Develop and implement product education programs for distributors and staff
- Handle product inquiries and complaints
- Build up the relationship with distributors and understand their duplication models
- Input the information of distributors' duplication models
- Plan, Organize and execute local mega events
- Assist in product marketing materials reviews (Catalogue, Products leaflets etc)
- Assist in education and localization of new launched products
- Handle ad hoc tasks as assigned

### **Requirements:**

- Bachelor degree in nutrition/ medical/ beauty related science background, preference will be given to those with professional certificate in Dietician, Pharmacist, Cosmetics
- Two years training experience. Direct selling experience is preferred
- Excellent interpersonal and communication skills, service attitude and problem solving skills
- Highly self-motivated, patient, detail minded and strong sense of commitment
- Good command of spoken and written English and Chinese including Mandarin
- Computer literacy such as MS Office (PowerPoint skills is a must) and Chinese word processing

## Event Coordinator

### **Responsibilities:**

- Handle and coordinate pre-event tasks including collecting product entries, tracking exhibits, providing support to exhibitors in joining the program. Review and ensure that the exhibits match the required themes of the program
- Coordinate with outside vendors/ venue provider and internal team members on program execution, logistics and materials preparation
- Verify and keep proper records of disbursements from the program account
- Forecast and analyze on event budget and operational level in order to have effective cost control
- Assist supervisor to prepare the manpower plan and briefings for the events
- Handle ad hoc tasks as assigned

### **Requirements:**

- Bachelor degree in Event Management, Business, Sales and Marketing or other related discipline
- Minimum 3 years experiences in Event Management
- Basic knowledge on AV system will be an advantage
- Excellent interpersonal communication skills, with all levels of staff and external vendors
- A proactive team player and able to work independently
- Good command of spoken and written English and Chinese including Mandarin
- Willing to travel