

# Innova Bio-Medical Pte Ltd

## Job Description

<b>Designation</b>	Design and Marketing Communications Executive		
<b>Department</b>	Design	<b>Reporting Officer</b>	Design Manager
<b>Duties and Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Create visual design and content to support marketing initiatives and presentations for the healthcare industry.</li> <li>2. Create and produce dynamic instruction video concept and storyboards align with brand guidelines.</li> <li>3. Provide support for other design projects like packaging design for healthcare products.</li> <li>4. Work with the Design and Sales teams to develop and recommend creative graphic designs and effective marketing initiatives.</li> <li>5. Select appropriate medium and technology to support marketing messages.</li> <li>6. Develop and maintain a library of past creative works and well organized for easy retrieval.</li> <li>7. Keep track of industry trends and perform market research in design and content of healthcare products (especially competitors' activities).</li> </ol>		
<b>Qualifications and Technical Skills</b>	<ol style="list-style-type: none"> <li>1. Diploma or Degree in Graphic Design or Marketing Communications</li> <li>2. Knowledge of video design, storytelling, and animation techniques.</li> <li>3. Good application of various graphic design techniques and media.</li> <li>4. Proficiency in webpage design is a plus.</li> </ol>		
<b>Work Experience</b>	<ol style="list-style-type: none"> <li>1. 2 to 3 years of relevant industry experience.</li> <li>2. Good English proficiency for copywriting, proofreading and optimisation of content.</li> <li>3. Able to manage multiple projects and social media channels concurrently.</li> </ol>		
<b>Soft Skills</b>	<ol style="list-style-type: none"> <li>1. A team player with good communication and interpersonal skills</li> <li>2. Have a "can do" mindset; able to guide and influence others, and foster good working relationship with others.</li> <li>3. Good time management.</li> </ol>		