
Well Being Digital Limited

Job Specification – Sales & Marketing Trainee (2022)

Job Title: Sales & Marketing Trainee

Location: Hong Kong Science Park

Responsible To: Sales Team

Primary Responsibilities

- Assist the team to develop and implement marketing plans, presentation documents and strategies to enlarge market share and enhance product awareness
- Plan and conduct market research and assimilate competitive intelligence to develop business plans
- Participate in marketing communications projects, exhibitions and events
- Design and manage website content, digital marketing and e-commerce sales of the company's products
- Initiate and apply funding / awards applications and related activities according to the company's strategies

Founded in 2012, WBD101 is a Hong Kong based company whose first patents are dated back to 2008, incubated by the Hong Kong Science and Technology Parks Corporation (HKSTP), it has offices in HKSTP and Shenzhen so as to provide very timely support to B2B customers during their product designs, testing and production stages. WBD101 focuses on very sophisticated SmartBody Sensing Technology. Over the years, WBD101 won numerous international awards including the Best Wearable Mobile Tech Awards at the Mobile World Congress 2016, Special & Gold Awards at the 43rd Geneva Inventions Conventions, 2016 WITSA Global ICT Award and the inaugural HK City I&T Grand Challenge Innovation Award.

Our target markets include the consumer earbuds segments as well as the in-ear probes for the healthtech/medtech markets. By enabling these hearables to have accurate, continuous and non-invasive sensing, we aspire to empower users to make better health decisions based on their own health data.

Qualifications and Primary Responsibilities

- Degree Holder in Business / Commerce / Related Fields or Biomedical with interest in Business and Commerce
- Passionate about Bio-medical Technologies and Ability to Learn
- Highly Responsive, Organized and Proactive
- Knowledge in Microsoft Office, Words, Excel, PowerPoints
- Strong Communication Skills – Both Written and Verbal in Chinese (Mandarin and Cantonese) and English
- Excellent Project Planning and Execution Skills
- Excellent Creative and Analytical Thinking Skills

Major Takeaways for Job Holder

- ✓ Supervised and mentored by company founders with strong management and business development background and guided by our director who has over 30 years of working experience in MNC's such as Philips, Siemens and GE
- ✓ Experience working in the start-up environment
- ✓ Gain exposure (i.e. interviews, exhibitions and pitching events)
- ✓ Build network connections
- ✓ Establish insights into the health-tech industry and positive impacts of bio-sensing solutions
- ✓ Develop business and technical knowledge

Working in cooperation with

- ✓ Sales and Marketing Team
- ✓ 3rd party institutes or specialists
- ✓ Colleagues and Partners in Shenzhen, China (Travel will be required)

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