



Job Code: MK0010

PR & Marketing Assistant

Aspira Scientific is seeking a highly motivated and energetic candidate for a PR and Marketing Assistant position. The ideal candidate will be responsible for managing partner and customer relation both in U.S. and China. He or she will also oversee the quality and impression of all marketing materials (print, online & multi-media). He or she will travel to Asia frequently to work with our partners in China to help build, update, and translate (as needed) our marketing contents. He or she will drive event planning and contribute significantly to the global branding of Aspira Scientific.

Essential Functions:

- Serve as liaison among customers, partners, business team, and vendors both in US and China.
- Maintain ongoing relationships with third party marcom vendors to develop schedules and specifications while providing vital information to Sales and Marketing team.
- Oversee quality and impression for all marketing pieces (print, online, & multi-media).
- Manage production milestones and responsibilities by collaborating with internal teams and vendors.
- Manage information timeliness and accuracy in advertising.
- Manage event planning for tradeshow, conferences, symposia, etc.
- Manage corporate identity and brand equity.
- Participate in weekly staff meetings and provide updates on key activities.

Qualifications:

- 4 year technical or university degree
- Skilled/critical eye for reviewing creative works
- Experience with print, online & multi-media marketing
- Must be fluent in Mandarin
- Must be able to travel to Asia frequently
- Strong attention to detail and organizational skills
- Excellent communication and people skills
- Comfortable working with influential and opinion leaders

Aspira Scientific, Inc. is committed to equal employment opportunity and non-discrimination for all employees and qualified applicants without regard to a person's race, color, gender, age, religion, national origin, ancestry, disability, veteran status, genetic information, sexual orientation or any characteristic protected under applicable law.