

E3A Healthcare Pte. Limited.- Rednote Operations (Maternal & Baby)

Company Name: E3A Healthcare Pte. Limited.

Position: Rednote Operations (Maternal & Baby)

Posting Date: 25 Aug 2026

Job Title	Rednote Operations (Maternal & Baby)
Job Description:	Responsible for Rednote content operations for maternal and baby medical health, covering influencer seeding, media strategy, ad optimization, and data review to improve brand exposure, seeding-to-store entry, conversion, and ROI.
Requirements:	[Job Responsibilities:] - Influencer Content Seeding and Performance Advertising Optimization Responsible for refined operations of influencer content seeding and performance advertising (Juguang/Chengfeng) on Rednote, maximizing the effectiveness of content-driven off-site traffic to Tmall and closed-loop conversion within Rednote, and accountable for ROI and seeding-to-store-entry/conversion metrics. - Media Placement Strategy Development Based on the positioning of a maternal and baby consumer medical brand, target user profiles (such as women preparing for pregnancy, pregnant/postpartum mothers, and infant caregivers), and promotion objectives, independently develop Rednote content placement strategies, including KFS (KOL + Feeds + Search) combination strategy, audience and content strategy, and monitoring and optimization of the user seeding journey. - Influencer Resource Development and Management Identify and maintain influencer resources aligned with the tone of maternal and baby medical health (such as pediatric/obstetric doctors, maternal and baby care experts, and real mother reviewers), quickly respond to business needs by expanding a high-quality influencer pool, and efficiently conduct business negotiations and long-term cooperation. - Data Review and Strategy Iteration Responsible for full-funnel performance monitoring of Juguang/Chengfeng advertising placement and strict control of input-output ratio; independently complete data analysis, evaluate content and placement effectiveness, promptly produce optimization plans, and drive iteration of content strategy.

	[Qualifications] - Bachelor's degree or above, with more than 2 years of content operations experience. Brand-side experience is preferred; background in maternal and baby, general health, or consumer goods industries is a plus. - Possess excellent content aesthetics and judgment; familiar with and able to independently write or guide the production of seeding-oriented content; have certain awareness of compliance requirements for medical and health content. - Hands-on experience in content boosting (Shutiao/Pugongying) or performance traffic acquisition (Juguang/Chengfeng), with independent data analysis capability and logical thinking, and able to drive decisions through data. - Candidates with in-depth understanding of maternal and baby consumer psychology and the consumer decision-making journey are preferred. - Language: Good command of English
--	---

Application method: Please send your resume to: mao@e3ahealth.com