

E3A Healthcare Pte. Limited.- Rednote Operations Supervisor

Company Name: E3A Healthcare Pte. Limited.

Position: Rednote Operations Supervisor

Posting Date: 25 Aug 2026

Job Title	Rednote Operations Supervisor
Job Description:	Responsible for Rednote content operations strategy, best-selling content models, influencer cooperation, UGC management, placement optimization, and team management to drive content growth and a closed loop from content to conversion.
Requirements:	[Job Responsibilities:] 1. Best-selling content model design: Build a “replicable best-selling content approach” from 0 to 1, unify brand language, advertising language, and influencer language, and form a closed loop from “content to conversion.” 2. Accountability for content placement ROI: Directly responsible for Rednote traffic acquisition ROI, with understanding of platform algorithms and the lifecycle of creative materials. 3. Rednote ecosystem operations: Deeply understand Rednote’s content distribution mechanism and community rules; based on brand positioning and user profiles, develop and execute an all-domain Rednote content strategy, and systematically plan account matrix, feed advertising, and influencer cooperation. 2. UGC content management: Establish and optimize a UGC (user-generated content) ecosystem, guiding users to actively produce high-quality content through topic operations, fan interaction, campaign incentives, and other means, amplifying brand voice and accumulating brand assets. 3. Influencer cooperation and content control: Identify and maintain KOL/KOC resources aligned with the brand tone; deeply participate in influencer content co-creation, from topic planning and script refinement to final video review, ensuring content has both “viral potential” and “conversion capability” and conform to platform recommendation logic. 4. Content distribution and placement optimization: Coordinate Rednote content distribution strategy, collaborate with the advertising team to accurately match content with traffic, and be accountable for key metrics such as CPE, hit-content rate, and search ranking occupancy; continuously iterate content direction through data review to improve content ROI. 5. Team management and enablement: Responsible for building and managing the Rednote team (content operations/media/interns, etc.), setting team goals and division of responsibilities, establishing standardized content production and distribution processes, consolidating

	methodologies, empowering team members, and improving overall team efficiency and professional capability. [Qualifications] 1. Deep platform experience: More than 3 years of Rednote content operations/media placement experience; successful experience operating maternal and baby consumer brands is preferred; familiar with platform rules, traffic mechanisms, and community culture. 2. Team management capability: More than 1 year of team management experience; able to independently build or lead a team to achieve goals; skilled in division of work and collaboration, process management, and member training. 3. Self-motivation and learning ability: Mature workplace mindset, results-oriented, and strong execution; willing to embrace changes in platform rules and iterations in content trends, and able to learn quickly and apply learnings to actual operations. 4. Language: Good command of English

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