

Jobless,
from SI/1

“In February we’re already picking up an increase in employment, mainly due to political organizations hiring people, which is around 41,000. Most probably, this will continue until May, and that, in a way, creates seasonality,” PSA Undersecretary and National Statistician Claire Dennis S. Mapa told a news briefing in mixed English and Filipino.

In February, the employment rate rose to 96.2%, equivalent to 49.15 million, from 95.7% in January which translated to 48.49 million employed Filipinos.

Year on year, it was slightly lower than 96.5% in February 2024, which was equivalent to 48.95 million Filipinos with jobs.

Mr. Mapa noted election-related employment is not substantial compared with “core areas” such as the service sector and wholesale and retail trade, particularly food and accommodation.

The campaign period for the May 12 elections began in February.

At the same time, job quality improved in February as the underemployment rate slipped to 10.1% from 12.4% in the same month a year ago and 13.3% in January.

The ranks of underemployed Filipinos – those who want longer work hours or an additional job – fell to 4.96 million from 6.08 million a year ago and 6.47 million in January.

For the two-month period, underemployment averaged 11.7%, falling from 13% a year ago.

“What is substantial here is the visible underemployed, those

working less than 40 hours, and those sectors that have seen a significant increase,” Mr. Mapa said.

Underemployment declined in several sectors such as wholesale and retail trade, transportation and storage, other service activities, and manufacturing.

BIGGER LABOR FORCE

PSA data also showed 51.09 million Filipinos were part of the labor force in February, higher than the 50.65 million in January, and the 50.75 million in the same month last year.

The labor force participation rate (LFPR) – the proportion of the working-age population (15 years old and over) that is part of the total labor force – slipped to 64.5% in February from 64.8% a year ago. Month on month, the LFPR inched up from 63.9% in January.

“Notably, the country’s labor force participation increased by 345,000. The significant decline in participation among youth aged 15-24 reflects a growing trend of young individuals actively pursuing education, highlighting our National Government’s commitment to investing in the future of its youth,” Labor Secretary Bienvenido E. Laguesma told *BusinessWorld* in a Viber chat.

The youth LFPR slipped to 31.1% in February, down from 33.8% a year earlier and 31.8% in January 2025.

The youth employment rate stood at 89.6% in February, lower than the 91.4% posted a year ago.

In a separate statement, Mr. Laguesma said the February jobs data reflect the government’s “firm commitment as it maintains a positive outlook and encouraging trajectory for our labor market.”

The National Economic and Development Authority (NEDA) said the Philippines’ unemployment rate “remains comparable” to Malaysia (3.1%) and Vietnam (2.2%), and lower than China (5.4%) and India (6.4%).

“We will build on our momentum and intensify our efforts to secure strategic job-generating investments, promote a dynamic and innovative business environment, and diversify growth drivers,” NEDA Secretary Arsenio M. Balisacan said in a statement.

“The continued rollout and implementation of high-impact infrastructure flagship projects, particularly in energy, transport, and digital connectivity, will boost domestic employment and business activity,” he added.

Finance Secretary Ralph G. Recto said the strong labor market can help shield the Philippine economy from a looming trade war and global uncertainties.

“A strong and growing workforce means rising incomes, greater spending power, and sustained job creation. This fuels consumer demand and pushes our economy forward,” Mr. Recto said in a statement.

“We must continue to boost domestic demand, especially in these uncertain times marked by

brewing trade wars. A strong and resilient domestic market is our best defense,” he added.

Federation of Free Workers President Jose Sonny G. Matula said the improvement in the labor market can be attributed to a combination of economic recovery efforts and government programs.

“Post-pandemic recovery momentum has led to increased consumer activity and business reopening, especially in services and hospitality,” he said in a Viber chat.

He also noted the administration’s “Build Better More” infrastructure program continues to generate construction-related jobs, as well as boost mobility and tourism in key provinces.

Government cash-for-work programs and localized employment initiatives may have also contributed to the uptick in employment, Mr. Matula added.

University of the Philippines Diliman School of Labor and Industrial Relations Assistant Professor Benjamin B. Velasco welcomed the improvement in jobs but noted that quality is more important.

“Better employment figures shown in the LFS are welcome. But better quality of jobs does not imply better quality of jobs,” he said in a Facebook Messenger chat.

By sector, services remained the top employer, accounting for 61.6% of total employed persons in February, followed by agriculture (20.1%) and industry (18.3%).

Jobless, SI/11

Condo,
from SI/1

“The main difference between this quarter and the first quarter of 2024 is the 56% increase in BPO (business process outsourcing) demand coming from specifically one segment, which are the global in-house centers,” Mikko Baranda, LPC director for commercial leasing, told the briefing.

Global in-house centers are involved in healthcare, banking, financial services, and insurance sectors.

“A lot of these companies, and probably also predicated with what’s happening all over the world, are looking at the Philippines again to offshore and out-source work,” Mr. Baranda said, citing foreign companies like JPMorgan keen on growing their footprint in the country.

In the first quarter, lease transactions involving IT-BPOs reached 185,000 sq.m. of office space, while those for traditional offices reached 94,000 sq.m.

The nationwide office vacancy rate stood at 17% in the first quarter. In Metro Manila, the office vacancy rate stood at 16% – with the highest in Taguig at 24% and the lowest in Bonifacio Global City (10%).

For 2025, office net take-up is expected to jump by an annual 16% to 490,000 sq.m.

Topline,
from SI/1

“But I believe Topline can navigate these headwinds in the financial markets,” he added.

Eugene Erik C. Lapasaran Lim, Topline chairman, chief executive officer, and president, said the company’s IPO has seen strong market demand.

“While we acknowledge broader market challenges affecting investor sentiment, both locally and globally, we are glad for our IPO’s oversubscription, receiving overwhelming support from our institutional and retail investors,” Mr. Lim said.

Topline raised up to P732.6 million from its IPO that consisted of 2.15 billion primary shares with an overallotment option of up to 214.84 million secondary shares. The company’s shares were listed on the PSE’s main board with a 22% public float.

Mr. Monzon said Topline is the sixth company listed on the PSE that is either Cebu-based or has main operations in Cebu.

“Since listing dates are milestones, it is understandable that there are investors who put a lot of importance on a stock’s performance stock market debut. But as I’ve said many, many times, an

“The office market in the Philippines continues to show grit in the face of global and local challenges. The IT-BPM sector remains to be a reliable key driver of growth, while traditional office tenants are also increasingly active. With a promising outlook for the rest of the year, we expect resiliency amidst potential headwinds,” Mr. Baranda said.

LPC said a total of 2 million sq.m. is forecast to be added to the Philippine office supply in the next four years.

Meanwhile, the country’s retail market has already recovered from the pandemic.

“The general population has largely come back to the malls, and back to their consumption behavior. Developers are largely confident of the market with 105 malls upcoming nationwide [in the next six years],” Mr. Golez said.

By developer, SM Prime Holdings, Inc. accounted for 29% of upcoming malls, followed by Robinsons Land Corp. at 28%, and DoubleDragon Corp. at 15%. Other developers expected to launch new malls in the six-year period include Ayala Land, Inc. (10%), Megaworld Corp. (7%), and Rockwell Land Corp. (2%). — **Beatriz Marie D. Cruz**

IPO is not the be-all and end-all of a company’s existence. It is just the beginning,” Mr. Monzon said.

“Being listed gives a company a seal of good housekeeping in terms of good governance, regulatory compliance, and implicit transparency of management.”

In a separate interview on Money Talks with Cathy Yang program on One News Channel, Mr. Lim said that Topline is not affected by the uncertainties caused by the US tariffs.

“The Philippines is taxed not really very high. That’s probably one of the bright spots... Then with the existing oil pricing, it’s quite soft right now... It depends on what industry you are into. But so far for us, since we have a very good pricing strategy, it’s either the price of oil will go up or go down. We’re still fine with that,” he said.

“It’s not really that much in terms of pricing especially for the fuel products, since at the end of the day, we’ve been importing ever since. The Philippines is a net importing country. The fundamentals are still there, so we’re still quite excited for this listing,” he added. — **Revin Mikhael D. Ochave**

Career Opportunity in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN PROJECT SPECIALIST

JOB DESCRIPTION

Mandarin Project Specialist is responsible for managing, coordinating, and overseeing projects with a focus on Mandarin-speaking markets or clients. This role requires proficiency in both Mandarin and English and involves liaising between cross-functional teams, clients, and stakeholders to ensure that Mandarin-related projects are executed efficiently and meet deadlines. The Mandarin Project Specialist will also be involved in translating, localizing content, and ensuring effective communication in Mandarin, both internally and externally.

QUALIFICATION

- Proficiency in Mandarin and English (both written and spoken).
- Strong organizational and time management skills.
- Excellent communication and interpersonal skills.
- Ability to multitask and handle multiple projects simultaneously.
- Knowledge of project management tools and software.
- Attention to detail and commitment to high-quality work.

Applications may be sent to: LAU, NIEL KEVIN LIM
Corp.compliance@digiplus.com.ph

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME: LI, GUANGCHAO ADDRESS: 217 TIMES SQUARE WEST 1634 PARK AVENUE TAGUIG CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS
AB LEISURE EXPONENT INC. hereby declares that the above-named foreign national is able, willing and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign national and apply for an Alien Employment Permit with the Department of Labor and Employment-National Capital Region located at 967 Maligaya Street, Malate Manila	

Career Opportunities in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN BRANDING SPECIALIST

JOB DESCRIPTION

- Conduct market research to understand consumer behavior, preferences, and trends within Mandarin-speaking regions.
- Collaborate with the content team to develop localized content (including copy, visual assets, and social media posts) that is tailored to Mandarin-speaking consumers.
- Ensure all content and campaigns are culturally relevant, linguistically accurate, and aligned with the brand’s tone.
- Design and implement targeted marketing campaigns in Mandarin-speaking markets, focusing on increasing brand visibility and engagement.
- Manage advertising efforts, including digital ads, social media campaigns, and traditional media in Mandarin-speaking regions.
- Oversee brand consistency across all touchpoints (e.g., packaging, websites, social media, and advertising).

QUALIFICATION

- Fluency in Mandarin: Strong proficiency in both written and spoken Mandarin is essential for understanding cultural nuances and communicating effectively with the target audience.
- English Proficiency: While Mandarin is the primary language, fluency in English is often required for collaboration with international teams.
- Graphic Design/Visual Communication: Understanding of how to create visually appealing branding materials that align with Mandarin cultural aesthetics.
- Content Creation: Strong skills in writing content that appeals to Mandarin-speaking consumers while maintaining brand voice.
- Familiarity with tools like Adobe Creative Suite (for design work), Google Analytics, and social media management platforms specific to Mandarin-speaking regions.

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COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME: MEI, JIE ADDRESS: 707 A OAK HARBOR RESIDENCE LAUDERDALE TOWER JACKSON AVE, ASIAWORLD CITY BRYG DON GALO PARAÑAQUE NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS
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Career Opportunities in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN TEST ENGINEER

JOB DESCRIPTION

- Develop and execute comprehensive test plans, test cases, and test scripts based on project requirements.
- Identify and document defects, ensuring clear communication of issues to the development team.
- Conduct manual and automated testing to validate application functionality across different platforms.
- Perform regression testing to ensure existing functionalities remain unaffected by new changes.
- Work closely with developers, product managers, and other stakeholders to understand features and provide feedback.
- Participate in team meetings to discuss testing progress and identify areas for improvement.
- Maintain detailed records of test results, defects, and overall testing progress.
- Contribute to the development of testing standards and best practices.
- Stay updated on industry trends and tools in testing and quality assurance.

QUALIFICATION

- Ability to work in cross-functional teams and understand the development cycle.
- Ability to identify, analyze, and resolve defects in software.
- Strong attention to detail and thoroughness in testing.
- Ability to document and report test results clearly and concisely.
- Good communication skills in both Mandarin and English, including writing detailed test cases, bug reports, and status updates.

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COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
NAME: CHEN, ZHIYUAN ADDRESS: UNIT 26J THE GRAND MIDORI LEGAZPI STREET MAKATI CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS	NAME: LIU, YU ADDRESS: UNIT 15C OCEAN TOWER ROXAS BLVD MANILA CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS
NAME: ZHOU, BING ADDRESS: UNIT 22H PARK AVENUE 36TH CORNER 7TH AVE TAGUIG CITY METRO MANILA NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS	NAME: GAI, NAN ADDRESS: UNIT 21B PARK AVENUE 36TH STREET CORNER 7TH AVE TAGUIG CITY METRO MANILA NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS
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Career Opportunities in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN OPERATIONS SPECIALIST

JOB DESCRIPTION

- Assist in the execution of daily operations, ensuring smooth workflow and process adherence.
- Collaborate with various departments to facilitate seamless operations.
- Maintain accurate records and databases, ensuring timely updates and compliance.
- Analyze operational data to identify trends and areas for improvement.
- Identify opportunities for process enhancements and implement best practices.
- Develop and document standard operating procedures (SOPs) to improve efficiency.
- Serve as a point of contact for client inquiries, providing timely and effective support.
- Gather feedback from clients to improve service delivery and operational processes.
- Prepare regular reports on operational performance and key metrics for management review.
- Assist in project coordination and implementation as needed.

QUALIFICATION

- Proven experience in an operations or administrative support role.
- Experience in process improvement and operational analysis is a plus.
- Strong analytical skills with the ability to identify trends and areas for improvement.
- Excellent organizational and time-management skills.
- Fluent in both Mandarin and English (both written and spoken)

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NAME: LVU, SHENGYU ADDRESS: 601 3 FORTY FIFTH RESIDENCES INDO-CHINA DR MUNTINLUPA CITY METRO MANILA NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS	NAME: ZHANG, YANG ADDRESS: UNIT 351 TIME SQUARE WEST 7TH AVE CORNER 36TH STREET NORTH BONIFACIO DIST. BGC TAGUIG CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS
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Career Opportunities in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN OPERATIONS HEAD

JOB DESCRIPTION

- Lead and manage a team of Mandarin-speaking operations staff.
- Ensure effective communication across teams and departments.
- Foster a collaborative and high-performance work environment.
- Oversee the training and development of team members to improve operational processes.
- Develop and implement operational strategies and processes tailored to Mandarin-speaking clients and markets.
- Monitor performance and provide guidance to ensure operational goals are met.
- Identify opportunities for process improvements to enhance productivity, efficiency, and client satisfaction.
- Analyze the Mandarin-speaking market to identify emerging trends, opportunities, and challenges.

QUALIFICATION

- Native or fluent proficiency in Mandarin (both spoken and written) is a must.
- Strong leadership skills with the ability to inspire and manage cross-functional teams.
- Excellent problem-solving, organizational, and multitasking abilities.
- Advanced knowledge of Microsoft Office Suite (Excel, PowerPoint, and Word).

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COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME: LI, PENGCHENG ADDRESS: UNIT 39K THE INFINITY CONDOMINIUM 25TH ST. BGC TAGUIG CITY METRO MANILA NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS
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Career Opportunities in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN PENETRATION TEST

JOB DESCRIPTION

- Conduct penetration testing and vulnerability assessments on web applications, networks, systems, and mobile platforms.
- Identify security flaws and vulnerabilities in the client’s infrastructure and provide actionable remediation guidance.
- Prepare and deliver detailed technical reports in Mandarin that clearly outline the findings, risk assessments, and recommendations for improvement.
- Collaborate with internal security teams, developers, and clients to understand and resolve security concerns.
- Work with global teams on security projects and help test localized applications and websites that cater to Mandarin-speaking users.
- Utilize a variety of security testing tools and frameworks.
- Conduct risk assessments and develop mitigation strategies tailored to the client’s security needs.
- Stay up-to-date with the latest security trends, vulnerabilities, and emerging threats, especially those relevant to Mandarin-speaking regions.

QUALIFICATION

- Proficiency in English, with the ability to translate complex concepts between Mandarin and English fluently.
- Knowledge of business customs, cultural nuances, and communication protocols in Mandarin-speaking regions.
- Excellent interpersonal and communication skills, with the ability to build rapport and influence decision-makers.
- Critical thinking and problem-solving abilities to overcome challenges in market penetration.
- Ability to work independently and as part of a cross-functional team.
- High level of organizational skills and attention to detail.
- Proficiency in Mandarin, both spoken and written.

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Career Opportunities in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN DEVELOPER

JOB DESCRIPTION

- Develop new features, modules, and functionality for applications.
- Collaborate with the development team to troubleshoot and debug code.
- Implement and maintain integration with APIs and third-party services.
- Ensure software applications are properly localized for Mandarin-speaking users.
- Translate and adapt software content for Mandarin-speaking regions, including adjusting for cultural differences.
- Conduct unit testing, integration testing, and bug fixes.
- Ensure the software works seamlessly in Mandarin language environments.
- Maintain high standards of code quality and ensure proper documentation.

QUALIFICATION

- Strong proficiency in one or more programming languages (e.g., Java, Python, C++, JavaScript, etc.).
- Proficiency in Mandarin, both spoken and written, is essential.
- Strong problem-solving skills and attention to detail.
- Excellent communication and teamwork abilities.
- Ability to work independently and manage multiple tasks effectively

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Career Opportunities in **AB LEISURE EXPONENT INC.**

POSITION TITLE: MANDARIN MARKETING SPECIALIST

JOB DESCRIPTION

- Develop marketing content in Mandarin for various channels (websites, social media, advertisements, email campaigns, etc.). Ensure accurate translation and cultural relevance.
- Conduct research to understand the preferences, trends, and behaviors of Mandarin-speaking customers in different regions.
- Campaign Management: Plan and implement marketing campaigns targeting Mandarin-speaking audiences, tracking performance and making adjustments as necessary to meet KPIs.
- Optimize digital content for Mandarin-speaking markets, ensuring high visibility on search engines like Baidu or Google.
- Manage social media platforms catering to Mandarin-speaking audiences, including WeChat, Weibo, and others.
- Engage with customers, build brand loyalty, and handle inquiries.
- Work closely with the marketing, design, and product teams to ensure consistency in messaging and alignment with business goals.
- Interact with Mandarin-speaking clients or partners to ensure smooth communication and better customer relations.
- Assist in organizing and promoting events such as webinars, conferences, and trade shows targeting Mandarin-speaking demographics.

QUALIFICATION

- Native or fluent proficiency in Mandarin (both written and spoken).
- Proficiency in English (written and spoken) is also preferred.
- Strong analytical skills to evaluate campaign performance and adjust strategies accordingly.
- Excellent communication and collaboration skills.
- Ability to work independently and as part of a team.

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