

PR/090195 | Head of Marketing Korea

Job Information

Recruiter
JAC Recruitment Korea

Job ID
1621765

Industry
Retail

Job Type
Permanent Full-time

Location
Korea, South

Salary
Negotiable, based on experience

Refreshed
November 10th, 2026 11:20

General Requirements

Minimum Experience Level
Over 10 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Main Responsibilities

- Lead the company marketing function and own the integrated marketing strategy, brand and product communication, and execution across PR, digital, e-commerce, retail and trade channels. Turn Korean consumer insights and product value propositions into effective campaigns and product launches that strengthen premium brand positioning, drive consumer demand and contribute to profitable growth.
- Lead, coach and develop the Korea marketing team and external agency partners; establish clear priorities, accountability and performance standards. Team size and direct reporting lines to be confirmed.

Requirements

- Bachelor’s degree or above in Marketing, Business Administration, Communications or a related field.
- 10+ years of progressive marketing experience, preferably with premium consumer brands, including meaningful ownership of brand strategy and integrated marketing execution.
- Proven experience leading a marketing function, team and/or cross-functional initiatives, with demonstrated commercial impact and effective agency management.
- Strong, hands-on PR and communications experience, including media relations, earned media, influencers/KOLs, brand storytelling and reputation management.
- Deep digital marketing expertise across paid media, search, social, content, performance marketing, analytics and e-commerce traffic and conversion; ability to optimize investment based on data.
- Substantial retail and trade marketing experience across physical stores and retail partners, including POSM, merchandising, in-store campaigns, retail activation and coordination with sales teams.
- Sound product understanding and a proven track record of leading end-to-end new product launches, from consumer insights, proposition and positioning through pricing/bundle input, localization, go-to-market planning and post-launch performance review.
- Experience managing marketing budgets, KPIs, agencies and multiple stakeholders; ability to connect brand-building activities to sell-out, revenue and ROI.
- Experience in consumer durables, juvenile/parenting products, lifestyle products or omnichannel retail is preferred; relevant parenting experience is an advantage.
- Strategic and commercial mindset with strong consumer insight, product storytelling and prioritization skills.
- Confident leadership, stakeholder management and influencing skills across local, regional and global teams.
- Strong written and verbal communication; fluent professional English and native-level Korean with excellent localization and copywriting judgment.
- Hands-on, accountable, proactive and collaborative working style, with strong aesthetic sensitivity and respect for global brand guidelines.
- Proficiency with analytics/reporting, PowerPoint and Excel; effective use of generative AI tools is an advantage.

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description