

PR/090197 | Marketing Manager

Job Information

Recruiter
JAC Recruitment Korea

Job ID
1621767

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 6 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

Our client is currently searching for a **Marketing Manager** based **Seoul, South Korea.** This is a critical position accountable for all marketing activities by leading the Brand Marketing, Digital Marketing, Social, Design Creative, Artist Marketing, Event, PR and E-commerce Marketing to plan and execute marketing initiatives, campaigns and creative work-streams across the marketing organization.

Essential Functions:

- Strategic planning on company's local marketing initiatives to build the brand image and tone of voice in South Korea.
- Lead the communication among global marketing team, Japan marketing team and South Korea marketing team.
- Develop the Marketing communications plan including strategy, goals and budget for key events and new product launches.
- Develop media relations strategy, seeking high-level placements in print, social and digital media.

- Leverage existing media relationships and cultivate new contacts within MI, lifestyle, consumer and music media.
- Overall project management including timelines, recaps, deliverables and tracking.
- Deliver new product assets and trade promotions to key trade customers.
- Lead implementation of key trade events in coordination with sales team (ie.dealer meeting, ODE…).
- Deliver brand assets to key on-line customers to elevate customer experience from the digital front.
- Establish growth, engagement, sentiment and traffic key social media: Facebook, X, Instagram, LINE, YouTube, TikTok, and any other emerging new platforms.
- Develop and implement digital influencer and YouTuber strategy.
- Execute other duties assigned.

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Qualifications:

- 6-7+ years of proven experience in a Marketing being responsible for the public relations and strategies for South Korea relevant, consumer-driven brands and/or agencies in Music, Lifestyle, Fashion/Luxury Goods and/or Media.
- Proven track record designing and executing successful public relations campaigns at both a local and national level.
- Proven marketing strategy and communication experience.
- Strong relationships with both local and national business and industry media companies.
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews.
- Experience working for digital communication for lifestyle and/or international brands.
- Exceptional writing and editing skills, including English > Korean / Korean > English translations.
- Experience working for advertising, events, promotions, with timelines and budgets
- Solid experience with social media including Instagram, Facebook, X, You Tube, TikTok, etc.
- Certain knowledge of Korean music community.
- Strong experience working digital influencers / YouTubers.
- Language: Full bilingual capability both in English and Korean. Business level English language proficiency.
- Education: University degree required; bachelor’s degree in advertising, marketing, design or a related field or the equivalent level of experience preferred.

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