

PR/090192 | Korea Marketing Manager

Job Information

Recruiter
JAC Recruitment Korea

Job ID
1623983

Industry
Retail

Job Type
Permanent Full-time

Location
Hong Kong

Salary
Negotiable, based on experience

Refreshed
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General Requirements

Minimum Experience Level
Over 10 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Main Responsibilities

Strategic Brand Activations

- Partner with the Retail Manager to design and execute impactful ATL and BTL campaigns that elevate the retail customer journey.
- Drive the creative conception and end-to-end execution of brand events, experiential activations, and PR initiatives.
- Build strategic alliances with HQ teams, external partners, and local communities to boost boutique traffic and accelerate sales.
- Analyze post-activation metrics against established KPIs to deliver data-driven optimization strategies.
- Monitor competitor campaigns, market trends, and industry benchmarks to maintain a competitive brand edge.
- Oversee project-based A&P budget allocation, tracking expenditures closely to ensure financial efficiency.

Retail Marketing & Visual Merchandising

- Align with global HQ marketing teams to localize initiatives that enhance regional brand equity and consumer engagement.
- Implement global visual merchandising guidelines to create immersive, high-standard in-store customer experiences.
- Manage inventory operations for retail marketing collateral, including localized store materials and display assets.

Media & Digital Strategy

- Facilitate local media planning and buying in strict alignment with the global marketing calendar.
- Champion local content creation and influencer collaboration strategies to amplify digital brand momentum.
- Assess digital campaign performance regularly to ensure target KPIs are met and future tactics are refined.

Public Relations & Media Relations

- Leverage global marketing assets and content by maintaining streamlined communication with HQ teams.
- Manage PR agency relationships to optimize editorial coverage, press exposure, and brand visibility.
- Oversee the localization, translation, and proofreading of press releases and media kits.
- Compile monthly PR performance dashboards, share-of-voice reports, and competitive benchmarks.

Qualifications & Experience

- Bachelor’s degree in Marketing, Business Administration, Communications, or a related field.
- 10+ years of progressive experience in brand marketing, luxury retail PR, experiential events, or marketing operations within a structured multi-national organization.
- Exceptional communication skills with professional fluency in Korean and business-level English

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Company Description