

PR/090195 | Head of Marketing Korea

募集職種

人材紹介会社
ジェイ エイ シー リクルートメント コリア

求人ID
1621765

業種
小売

雇用形態
正社員

勤務地
韓国

給与
経験考慮の上、応相談

更新日
2026年11月10日 11:20

応募必要条件

職務経験
10年以上

キャリアレベル
中途経験者レベル

英語レベル
流暢レベル

日本語レベル
無し

最終学歴
短大卒： 準学士号

現在のビザ
日本での就労許可は必要ありません

募集要項

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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会社説明