

**Job Title:** Marketing Specialist

**Work Location:** Near Suseo Station (12FL, Suseo Office Building 281, Gwangpyeong-ro, Gangnam-gu, Seoul, 06349, Korea)

## **Job Description**

- ✓ Product Portfolio Support: Assist in managing the product portfolio, including supporting the planning and introduction of new products to identify growth opportunities.
- ✓ Market Research Assistance: Help analyze market segments and trends to provide insights and support the development of new go-to-market strategies for the sales teams.
- ✓ Opportunity Pipeline Tracking: Assist in maintaining and updating the opportunity pipeline in Salesforce (SFDC) and help report progress in a timely manner.
- ✓ Customer Engagement Support: Work with the sales team to engage with customers and gather Voice of the Customer (VOC) to help identify new opportunities.
- ✓ Marketing Communication: Support the creation and delivery of marketing communications to inform customers about products, applications, and solutions.
- ✓ Digital Marketing Programs: Collaborate with the division Marketing team to develop and implement digital-based marketing programs and events.
- ✓ Analyze marketing programs for Return on Investment and program optimization: Monthly, quarterly, and ad-hoc oral and written metrics reports on marketing activities, efficiency and business impact including demand generation, website and email marketing analytics.
- ✓ Regional Marketing Programs Support: Assist in implementing regional marketing programs targeting specific segments to drive demand generation within those segments.
- ✓ Miscellaneous Duties: Perform other duties as assigned.

## **Minimum Education & Experience Requirements**

- ✓ Self-Motivated and Well-adapted: Demonstrates initiative, self-discipline, and a willingness to adapt to and accept change.
- ✓ Business Insight: Possesses strong business sense and intuition.
- ✓ Data Analysis: Proficient in reading and analyzing data.
- ✓ Teammate: Works well in a team environment.
- ✓ Experience: 2-3 years of customer-related work experience preferred but not mandatory.
- ✓ Technical Proficiency: Fluent in using personal computers, CRM tools (such as Salesforce), and other relevant technologies.
- ✓ Communication Skills: Excellent oral and written communication skills in both Korean and English.
- ✓ Interpersonal Skills: Strong interpersonal and listening skills.

## **Application Process**

하기 링크 접속 ▶ Apply 버튼을 클릭 ▶ 영문이력서 접수

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