



2015 Philips Korea Recruiting

1. Job Title: E-Flagship Store Operator

2. Description

Sector	Personal Health
Job Title	E-Flagship Store Operator
Korean Title	Kwajang - Chajang
Function	Marketing
Location	Seoul, Korea
Key Areas of Responsibilities	<ul style="list-style-type: none">• Plan and develop online Direct to Consumer channel(online flagship store)• Work closely with sales team to plan and execute online sales promotion• Manage overall SEA performance and SEO activities to enhance the visibility of Philips contents in digital search environment• Measure and analyze performance of digital marketing performance including online sales• Consult the digital campaign plan and direct the agencies and stakeholders to achieve the digital KPI• Respond to digital related requests from global digital team (contents, CRM, etc)
Qualifications & Requirements	<ul style="list-style-type: none">• Min. 5 years of proven track record in the area of digital marketing and/or sales with the following context<ul style="list-style-type: none">- Knows and understands the digital consumer & shopper journey, the key touch points and actors in the digital landscape and their drivers- Hands-on experience in digital marketing and/or sales, e.g. analytics, digital media, online marketing, e-trade, online sales, end-to-end digital channel• Preferably background in fast moving or durable goods business or retail.• Proficient in English communication