



## 2015 Philips Korea Recruiting

1. Job Title: Key Account Manager (온라인 채널)

2. Description

<b>Sector</b>	Personal Health
<b>Job Title</b>	Key Account Manager (온라인 채널)
<b>Korean Title</b>	Daeri - Kwajang
<b>Function</b>	Sales
<b>Location</b>	Seoul, Korea
<b>Role Summary</b>	e-Commerce strategy development & execution
<b>Key Areas of Responsibilities</b>	<ul style="list-style-type: none"><li>• Achieve business targets (Sales, profitability) with ownership of online sales for Personal Health Products (Small Domestic Appliances ) in B2B, B2C and C2C markets</li><li>• Develop e-Commerce strategy and monthly/yearly operational planning : product (in &amp; out, new intro), pricing, promotion, consumer care, sales plan</li><li>• Manage relationship with buyers/planners in responsible key accounts to deliver upon business objective</li><li>• Manage online sales monitoring system to analyse and improve sales performance (Real time analysis of the traffic and conversion rates of Philips products)</li><li>• Collaborate with marketing team by providing strategic and timely feedback for effective media/website management, online CRM, social media and promotion planning/execution</li></ul>
<b>Qualifications &amp; Requirements</b>	<ul style="list-style-type: none"><li>• Bachelor's degree or above</li><li>• Min. 4~5 years of proven track record in the area of e-commerce with the following context<ul style="list-style-type: none"><li>(1) Knows and understands the digital consumer &amp; shopper journey, the key touch points and actors in the digital landscape and their drivers</li><li>(2) Hands-on experience in on-line sales and/or marketing, e.g. analytics, digital media, online marketing, e-trade, online sales, end-to-end digital channel</li></ul></li><li>• Preferably background in digital media(i.e. Major e-portals), fast moving and/or retail(i.e. Major e-markets)</li><li>• Experience of online measurement tools (google analytics, omniture)</li><li>• Good written and verbal English skill</li></ul>