



2015 Philips Korea Recruiting

1. Job Title: Marketing Specialist (주방용품)

2. Description

Sector	Personal Health
Job Title	Marketing Specialist (주방용품)
Korean Title	Daeri - Kwajang
Function	Marketing
Location	Seoul, Korea
Role Summary	Support the overall KA marketing and lead the MKT activities to achieve the sustainable growth of business
Key Areas of Responsibilities	<ul style="list-style-type: none">• Drive overall marketing/sales activities to grow KA business• Oversee sales planning and supply chain management• General support for KA business• Assist Plan & execute 360 marketing communication to support to grow KA business• Provide the day-to-day support of the social media and PR engagement• Be responsible for competitive and market analysis including M/S data• Support the consumer researches to gain consumer insights for marketing planning
Qualifications & Requirements	<ul style="list-style-type: none">• Bachelor's degree from an accredited university• Excellent written and verbal communication skills in both Korean and English• Strong with details and having a good sense of time management