

- Location : **Suwon, South Korea**
- Team/Dept. : **Brand Marketing Group 2 / Marketing Team**
- Division : **Mobile Communication**
- Title : **Ecosystem Marketing Manager**

#### Position Summary

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- Experienced brand marketer who can drive long term strategy for Galaxy Ecosystem

#### Department Responsibilities

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- Develop long-term brand strategy for Galaxy ecosystem
- Identify co-marketing opportunities with strategic partners (e.g. Google, Microsoft, Intel)

#### Individual (Candidate) Responsibilities

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- Plan and execute an ecosystem marketing strategy for Samsung Galaxy brands
- Oversee the implementation of the marketing strategy
- Set and administer an annual marketing budget
- Manage/negotiate strategic partner relationship and deals
- Review strategy & creative presented by creative agency partners
- Guide the day-to-day activities of the Eco Part and juniors

#### Expected Contribution

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- Guide and support product vertical owners (e.g. Wearables, New Computing) and other marketing functions (DM, PR, CRM, EM)

#### Short-term Goals

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- Deliver Ecosystem campaign per annual calendar

#### Long-term Goals / Vision

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Increase MZ PTO score (Poor ecosystem experience has been identified as the key barrier)

#### Preferred Skills & Experience

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B2C marketing planning experience (+10 years)

Native speaker level English fluency (Key POC for strategic partners)

- **Location : Suwon, South Korea**
- **Team/Dept. : Marketing Team – Digital Marketing Group**
- **Division : IM Division (Mobile Business)**
- **Title : Influencer Marketing (Career Level 3)**

### **Position Summary**

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We're looking for a motivated Global Influencer Marketing Manager who will work on Samsung Galaxy. In this role, you will support with the development and execution of the influencer marketing strategies, with a strong focus on digital and social communications to drive brand and its product(s) awareness and visibility. The Manager will also help lead local implementation of strategies, working closely with the markets to leverage digital media, in addition consumer facing activations to inspire connections and engagement between the brands and their target audiences.

### **Department Responsibilities**

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Digital Marketing Group responsibilities

- Global digital and social media marketing strategy development and implementation; always-on digital marketing campaigns, social media channel management and activations, influencer marketing, Samsung.com strategy and operations, digital marketing analytics and insights.

Influencer Marketing Part responsibilities

- Develop strategy to leverage influencers as a digital channel to spread the brand/product messages on behalf of Galaxy and create authentic content through their social channels that is relevant to customers' passion points

### **Individual (Candidate) Responsibilities**

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Responsibilities include, but are not limited to;

- Manage, develop, and execute global influencer marketing strategy and regional/local guidance to maximize Galaxy brand/product awareness and positive consumer engagement through influencers, including:
    - Identifying up and coming global talent, and opportunities to extend storytelling through innovative activations
    - Provide comprehensive global communications for local markets guidance & implementation based on clear understanding of our brand narrative and product stories
    - Constantly collaborate with internal stakeholders (i.e. HQ teams leading up brand marketing, social marketing, PR, media, and Regional/Local influencer/social teams, etc.) to build integrated narrative and campaign globally
  - Review and manage qualitative and quantitative selection & recruitment criteria of influencers for globally aligned implementation of influencer marketing
  - Regularly communicate with internal influencer marketing teams in key regions/locals to coordinate global initiatives and provide necessary guidance in HQ perspective
  - Define key success metrics and regularly track, analyze, and monitor for continued optimization
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### **Expected Contribution**

- Strategize and implement successful influencer marketing programs to show improved contribution to overall marketing efforts, including:
  - Drive awareness and engagements
  - Generate interests toward the Galaxy brand and products
- Continue to communicate with transparency and manage expectations of internal and external stakeholders that will lead to better outcome
- Be a team player to inspire others with positive influence

### **Short-term Goals**

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- Build strong influencer activation strategy framework for program development
- Implement scalable campaign in collaboration with teams in HQ and across the globe
- Develop and operationalize with clear activation plan
- Eventually, Samsung Galaxy to be recognized as one of the brands that are killing it with Digital Marketing

### **Long-term Goals / Vision**

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- Transforming from the #1 market share brand to the #1 beloved brand
- Lead transformation into Digital-first marketing organization

### **Preferred Skills & Experience**

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- 10+ years of relevant experience
- Strong command of the digital marketing and social media landscape, and understand how how influencer marketing fits
- Be an expert on the latest social media and influencer trends and tools, providing recommendations on new channels to test and develop new ways of partnering with influencers
- Strong planning and organizational skills with a sense of priority and attention to details
- Has an enthusiasm to proactively present learnings and suggest new ideas
- Excellent time management skills and the ability to adapt well to change and multi-task
- Experience working within a global scope
- Hard-working, self-motivated, and passionate about the mobile industry
- Maintain a strong understanding of competitor activity and activity within the competitive landscape

Please be advised that the above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instructions and to perform other job-related duties as requested by their supervisor.

- **Location : Suwon, South Korea**
- **Team/Dept. : 마케팅팀 / Customer Relationship Marketing Group**
- **Division : 무선사업부**
- **Title : CRM Content specialist**

#### **Position Summary**

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- 고객 Value와 Needs 및 데이터 인사이트에 기반하여 CRM 전략을 수립하며 타겟 고객별 콘텐츠 전략 및 글로벌 가이드 수립하여 글로벌 CRM 콘텐츠 전략 Leading

#### **Department Responsibilities**

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- 고객 데이터와 인사이트 기반의 과학적이고 차별화된 마케팅 실행을 통해 제품 브랜드 가치를 높이고 제품 판매를 증대시키고자 함
- 타겟 고객별 차별화 혜택과 메시지 제공을 통해 당사 고객 재구매 (Retention), 타사고객 Win-back & Switching 제고를 목적으로 함

#### **Individual (Candidate) Responsibilities**

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- 고객 데이터 인사이트 기반 당사 제품에 대한 Target, Channel, Content 전략 수립
- 타겟 고객별 콘텐츠 기획 (Communication Approach, Creative, Copy) 및 제작 Leading
- IMC 마케팅 방향과 얼라인된 CRM Creative Development
- 다양한 팀 및 Agency와 협업적인 관계를 구축할 수 있는 커뮤니케이션
- 당사 구매 후 Loyalty 제고를 위한 캠페인 전략 수립

#### **Expected Contribution**

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- 런칭 제품별 Target 및 Channel에 맞는 Content Approach 및 Cadence 정립
  - 글로벌 Content 전략 및 Creative Asset 가이드 수립 후 글로벌 배포
  - Customer lifecycle에 맞는 Content 전략 수립 및 Creative 제공
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### Short-term Goals

- CRM 캠페인 반응률 및 Engagement 증대

### Long-term Goals / Vision

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- 고객 재구매 증대 및 이탈 방지
- 고객 브랜드 Loyalty 증대

### Preferred Skills & Experience

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- CRM, 타겟 마케팅에 대한 전략적 계획, 및 인사이트 발굴 분야에서 실무 경험  
(Customer Journey 별 캠페인 기획 및 실행)
- 데이터에 기반한 CRM 콘텐츠 전문가로서 업무 경험
- 디지털 마케팅 경험 (디지털 마케팅 관련 콘텐츠 제작 및 실행 等)
- Communication Message 생성 및 마케팅 가이드라인과 연계된 계획을 창의적이고 적시에 작성할 수 있는 스킬
- 해외 법인 및 타부서와의 협업 프로젝트 경험
- 다양한 팀 및 Agency와 협업적인 관계를 구축할 수 있는 커뮤니케이션 스킬 보유
- 긍정적이고 비판적 사고를 하며, 스트레스 대처에 강한 Skill

- **Location : Suwon, South Korea**
- **Team/Dept. : Marketing Team/Brand Group1**
- **Division : Mobile Div**
- **Title : Media Planner CL3/4**

### **Position Summary**

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Brand Strategy & governance

- Responsible for brand strategy implementation for Galaxy brand, brand audit across all touchpoint, consumer research and analysis, brand campaign development & execution, Brand/feature namings, brand and visual guidelines so brand strategy can be clearly understood and adhered to by everyone involved
- Create compelling brand story/campaign that builds relevance and attraction as well as mass awareness

### **Department Responsibilities**

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Brand Strategy & Governance  
(Same as above)

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### **Expected Contribution**

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- Contribute to make Galaxy brand cool and desirable among MZ generations through consistent brand communications/visual system/authentic storytelling
- Build a globally consistent brand by strong discipline and guidelines distributed, educated, monitored across the globe

### **Preferred Skills & Experience**

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Relevant brand marketing experience in B2C industry with proven track records

Strategic thinking, insight driven

Good understanding of industry, top brand behavior

Strong communication skill & maintain good relationship with colleagues and external contacts

Can do attitude, analytical and ambitious

Fluent in English to communicate/work with various global teams

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- Location : Suwon, South Korea
- Team/Dept. : 마케팅팀 미디어 전략파트
- Division : 무선 사업부
- Title : 미디어 플래너

### Position Summary

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- 급변하는 시장 및 경쟁 동향에 대한 지속적인 이해 기반 글로벌 미디어 전략 최적화
- 글로벌 미디어 전략 수립, 법인 가이드 및 글로벌 미디어 집행
- 비즈니스 목표에 부합하는 미디어 투자 전략 수립 및 방향 제시

### Department Responsibilities

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- 글로벌 연간 미디어 집행 전략 및 투자 계획 수립/운영
- 신제품 런칭 및 주요 캠페인 대상, 글로벌 미디어 전략 수립 및 집행 리드
- 캠페인 목표 수립, 집행 모니터링 및 성과 분석
- 글로벌 미디어 액티베이션 전략 수립, 기획 및 집행 (파트너십, 옥외 광고, CTV 운영 등)
- 미디어 트렌드, 경쟁사 투자 분석 등 시장 인사이트 도출 및 벤치마크

### Individual (Candidate) Responsibilities

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- 캠페인별 미디어 전략 수립
- 미디어 전략 기반 법인과 밀착 커뮤니케이션 (본사/법인 간 전략 조율)
- 미디어 대행사 관리

### Preferred Skills & Experience

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- 미디어 플래닝 및 캠페인 집행 경험 5년 이상
- 글로벌 기업 본사/권역 총괄에서의 3년 이상 근무 경험자
- 디지털/소셜 플랫폼(구글/페이스북 등)에 대한 높은 이해 및 캠페인 집행 경험
- 다양한 Stakeholder와의 협업 능력
- 캠페인 미디어 성과 및 비즈니스 기여도 통합 분석 경험
- 시장 트렌드에 대한 이해