

## Job Description (Overseas Marketing)

	Parent category	Sub-category	Sub sub-category	Sub sub-sub-category
<b>Classification System</b>	02.Management·Accounting·Office administration	01.Planning/Office administration	02. Public Relations & Advertising	01.Public Relations
			03.Marketing	02.Advertising
<b>Major Projects</b>	<ul style="list-style-type: none"> <li>• The Seoul Tourism Organization (STO) is a tourism organization that creates a global level tourist city with citizens through various projects to realize the following goals:               <ul style="list-style-type: none"> <li>– Growing engagement of locals to tourism</li> <li>– Innovating cooperative business services</li> <li>– Intensifying competitiveness of Seoul tourism</li> <li>– Practicing Inclusive Tourism</li> <li>– Transforming to contribute to local society.</li> </ul> </li> </ul>			
<b>Job Description</b>	<ul style="list-style-type: none"> <li>• (Overseas Marketing for Seoul Tourism) Planning and producing global content reflecting preferences by region and language area; proofreading and quality checks of related services in English.</li> <li>• (Overseas Marketing for Seoul MICE) Assisting in attracting and hosting MICE; discovering and promoting MICE content targeting overseas markets; establishing and implementing marketing plans by overseas media; assisting in preparing and distributing English press releases and news articles.</li> <li>• (Stakeholder Management) Assisting in cooperating overseas businesses/projects of Tourism &amp; MICE industries, related organizations, press/media companies.</li> <li>• (Other Duties) Administrative support.</li> </ul>			
<b>Knowledge required</b>	<ul style="list-style-type: none"> <li>• PESTEL analysis of foreign markets, characteristics &amp; operation plans by media</li> <li>• Global marketing strategization, consumer behavior &amp; survey methodology, international relationship marketing</li> <li>• Process optimization for delivering customer value, customer-related marketing trend, methods of customer data management</li> </ul>			
<b>Required skills</b>	<ul style="list-style-type: none"> <li>• Interpreting, translating, proofreading, and editing of Korean-English</li> <li>• Communication and relationship building skills</li> <li>• Establishing and carrying out global marketing strategies</li> <li>• Drawing up documents in Korean</li> <li>• Using various OA systems</li> </ul>			
<b>Attitude while performing duties</b>	<ul style="list-style-type: none"> <li>• Customer-centric thinking, proactiveness to solve problems, analytic thinking, public service mindset, ethical awareness, etc.</li> </ul>			
<b>Basic skills</b>	<ul style="list-style-type: none"> <li>• Communication skills, problem-solving skills, information literacy, ability to understand organizational structure, interpersonal skills, professional ethics, etc.</li> </ul>			
<b>Required qualifications</b>	<ul style="list-style-type: none"> <li>• Nationality holder from English-speaking country (i.e. Countries that speak English as a first language)</li> <li>• 5+ years of relevant work experience</li> </ul>			
<b>Reference Websites</b>	<a href="http://www.ncs.go.kr">www.ncs.go.kr</a> , <a href="http://www.sto.or.kr">www.sto.or.kr</a> , <a href="http://www.sto.or.kr/english">www.sto.or.kr/english</a>			