

Rockwell Automation Korea Job Description



Job Title	: Commercial Marketing Manager
Work Location	: Seoul
Reports to (Direct/ Indirect)	: Marketing Director

JOB DETAILS

Position Summary

: This position is responsible for leading and executing marketing program and campaign strategy to support business grow and improve brand and portfolio awareness in the market place.

Principle Duties and Responsibilities

- Lead, coordinate, and facilitate the development of an annual commercial marketing plan which supports strategy implementation of Corporate, SBU / Industries / OEM team.
- Generate leads by implementing inbound/outbound marketing campaign and event.
- Monitor and control the implementation of the marketing plan and ensure budget control.
- Communicate and lead various company resources including Industries/ OEM / SBU to form consistent sales tools and training for sales team.
- Design and develop performance metric system to track the performance and results of all marketing events / activities defined in the annual commercial plan.
- Provide linkage with AP and Corp counterpart and share & leverage commercial marketing best practice of AP and Global to Korea.
- Drive the company brand awareness, key message and Thought Leadership promotion to the industry, society and all customer base.
- Work closely with Country Sales Management team / BU team to understand future strategies & competency needs/expectations and then develop/deliver targeted programs.
- Working with Global/AP Competency team to select and implement appropriate sales/technical competency program in Korea.

Minimum Qualifications

- BS, BA required and 8+ years background in marketing and preferred to have strong experience in implementing digital marketing

- Experience managing, creating, prioritizing, planning and executing large scale programs.
- Demonstrated capability to work on multiple types of projects at any one time. Proven track record resolving complex issues in creative and effective ways.
- Ability to collaborate with cross-business and cross-regional teams to leverage expertise where is it available to get the job done.
- Industry and solution-specific knowledge; strong project management, interpersonal, leadership, organizational and written/verbal communication skills; ability to sell ideas and present strategies at an executive level.

Preferred Qualifications

: Good command of written and spoken English.