

ROLE PROFILE

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| Job Title | Connections Planning & Digital Operations Manager |
| Business Unit | WG&S Korea |
| Function/Region | Marketing |
| Location | Korea |
| Leader | Head of Marketing |
| People Leadership | No |
| Job Level | 4A |
| Role Purpose To deliver both connections planning and digital operational excellence for our brands ensuring that paid, owned and earned touchpoint strategies are planned and executed as effectively and efficiently as possible and that our legal, WG&S governance and cyber security requirements are met. | |
| Accountabilities <ul style="list-style-type: none"> • Lead connections planning excellence, partnering with global and local brand teams, ACE (Advocacy, Connections, E-commerce) teams, shopper teams and agency partners to ensure that all strategies and activation plans are developed and executed to the highest standard. • Partner with the local brand managers, brand ambassadors, customer marketing manager and key agencies to develop consumer and shopper audience profiles, as well as a Measurement & Evaluation plan for each activation also ensuring that post campaign analysis is conducted and learnings are shared back with the business. • Ownership of media agency operations, annual overall media cycle plan development, ongoing team management and delivery, team structure and fee negotiations and establishing ways of working across inter-agency teams. • Drive media agency performance including the delivery of contractual commitments, quality standards in strategy and planning, real-time campaign optimisation and reporting. • Work in partnership with the Global ACE team to ensure that global strategies are nuanced appropriately for the local market and that all campaigns are in service of the company's omnichannel ambition, maximising cross-touchpoint synergy and integration as relevant. • Direct and manage agencies on any Content Management System update requirements to local domains, and the local UGC lifecycle, rights approval, and publishing. • Manage agencies to maximise SEO ranking of any local sub domains and any branded/non-branded paid search activities. • Manage search engines, social media platform tracking tools to analyse and test different user journeys. • Partner with brand teams to ensure our agencies are tagging and posting effectively, applying WG&S taxonomy and that local social content calendars are delivered effectively and efficiently, in line with strategy and global social guidelines • Collaborate with brand managers, brand ambassadors and agencies to develop management tool for each brand to engage targeted groups of digital influencers | |

- Manage targeting strategy and content calendar for any email / SMS campaigns, ensuring any 1st party data is stored in line with company guidance and our global data security standards.

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade other

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

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| <ul style="list-style-type: none"> • Demonstrates an understanding of different organisational departments and functions | |
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| <p>Skills and Qualifications:</p> <p><u>Desirable:</u></p> <ul style="list-style-type: none"> • 7+ years strategic communications and/ or strategic Media planning experience – client or agency. • Both strategic thinking abilities, as well as an aptitude for data and performance marketing. • Strong and diverse digital understanding and experience, especially with regards to engagement strategies and performance optimisation. • Proven ability to manage 3rd party vendors and ensure delivery of commitments. • Broad understanding of Influencer/ Media/ Advocacy/ e-commerce disciplines. • Strong understanding of agency practice & pricing (media & fees) • Experience in Website Management, Youtube, FB Business manager, Google Analytics, Naver Analytics • Good command in verbal and written English. • Advanced computer literacy (Excel, Word, PowerPoint) with extensive experience with PowerPoint. • Ability to work with and as part of the wider team whilst prioritising and managing own workload. • Self-starter mentality - ready to build and adapt new processes and systems with a proactive learning attitude. | |
| Created by: | Jason Kim |
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| HRBP: | Irene Lee |
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