







ROLE PROFILE

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| Job Title | Shopper Marketing Executive |
| Business Unit | ODC |
| Function/Region | Marketing |
| Location | Korea |
| Leader | Shopper Marketing Manager |
| People Leadership | N/A |
| Job Level | 5 |
| Role Purpose Execution of marketing plans (including annual promotional calendar) to support the delivery of WG&S Korea trade vision and strategy. | |
| Accountabilities <ul style="list-style-type: none"> • Execute customer marketing plans in alignment with Customer Marketing Manager and Sales teams to address consumer and shopper activation opportunities. • Ensure trade activation is shopper & retailer-insight driven, aligns with brand strategies and delivers commercial KPIs. • Execution of point-of-sale materials for all trade activations. Ensure point-of-sale delivers effective shopper communications, provides commercial solutions in on/off-premises environment, is premium, cost effective, planned/ordered using RTC opportunity analysis. • Work closely with agencies coordinating and ensuring timely quality execution, sourcing of collaterals/promotion materials etc. • Trend reporting and research studies on customers and shoppers point of views. • Keep the management updated on competition activities, promotions and brand drives across channels and categories. | |
| Values <div> <div>  <p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> <div>  <p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p> </div> <div>  <p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p> </div> <div>  <p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p> </div> <div>  <p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p> </div> <div>  <p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> </div> | |

Core Competencies:**Working with People**

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- Listens, consults others, and communicates proactively Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

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 others

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
- Demonstrates an understanding of different organisational departments and functions

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.

Skills and Qualifications:Essential:

- Relevant Degree and at least 3 years of working experience in Marketing /Trade Marketing/Sales
- Demonstration of strong execution and project management skills - a superb planner of work and activities
- Good interpersonal skills / relationship building
- Good presentation skills written and verbal in both Korean and English

- Analytical ability –turning data into actionable insights
- IT Skills (Excel/PowerPoint/Word)

Desirable:

- Experience in FMCG/Beverage industry is a plus
- Experience in Modern Off Trade/ Category Management/Event Management is an add on
- Attention to details and able to meet deadlines
- Flexibility to adapt to changing environment and marketing conditions
- Organised – a planner as well as an implementer

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