



Marketing Manager

Classification:	Austrade Overseas Performance Level D (AOPL D)
Total cash compensation:	KRW52,052,967 - KRW69,403,954 per annum (gross)
Location:	Seoul
Employment term:	Two-year contract
Reports to:	Senior Trade and Investment Commissioner
Position number:	0826
Security Clearance:	Entry Level

The role

This position, located in the Australian Embassy in Seoul, will play a key role in the delivery of marketing and communications initiatives that will:

- Promote Australia and Australian industry capabilities in Korea across a range of sectors; and
- Raise awareness of trade and investment opportunities in Korea to Australian business.

This position will work closely with Austrade's industry sector teams, in particular the Agribusiness, Food and Beverage, health, space, and energy teams.

The position also provides high level administrative support to the Senior Trade and Investment Commissioner.

Duties include:

- Working with the Trade and Investment Commissioners and Business Development Managers in Korea – and colleagues in Japan and Australia – to develop and implement an integrated marketing and communications strategy utilising a range of innovative solutions, especially digital marketing tools.
- Supporting Austrade's social and digital marketing campaigns in Korea, by managing impact-driven activities independently or working with partners or service providers.
- Developing innovative communication solutions to deliver timely and valued insights to the Australian business community, in conjunction with Austrade

industry team members.

- Working with the Marketing and Communications team to administer the Austrade social and digital media platforms.
- Using insights, measurement and best practice to drive continuous improvement and inform marketing and communication strategy and decisions.
- Keeping up to date with marketing practices in North East Asia and Australia.
- Leveraging opportunities including events and trade shows to collaborate with key stakeholders as part of Team Australia.
- Supporting the delivery of industry team initiatives.

Supporting the Senior Trade and Investment Commissioner to deliver Korea's business planning initiatives by:

- Managing and maintaining their schedules, appointments and travel arrangements
- Managing their communications, including coordinating meetings
- Receiving incoming calls and monitoring email enquiries to the Seoul general account
- Liaising and communicating as required with Austrade managers and staff at all levels and executives of external companies, industry and government bodies

What you'll need to be successful

Given the nature of what we do, we thrive when our teams are made up of people from different backgrounds, cultures, genders, education, training, interests and skills. There are particular aspects we will consider when looking for the successful candidate for this role, namely:

- Hands-on knowledge of contemporary marketing and digital tools including social media marketing, multimedia, graphic design, KOL partnership, advertising, and events management
- A communications specialist with superior written and verbal communications skills in English and Korean
- Experience of working in marketing, communications or public relations
- The capacity to absorb pressure and meet tight deadlines yet still produce high quality work
- Commitment to high standards, and to taking initiative and responsibility for delivering outcomes
- High-level decision-making, influencing and interpersonal skills and the ability to build strong relationships with a diverse range of stakeholders
- Demonstrated well-developed organisational and project management skills and attention to detail
- Demonstrated experience in briefing and managing suppliers within budgets and deadlines
- Desirable - Knowledge of Australia and experience working in international and/or foreign government organisations
- Desirable - Good understanding and/or experience in an industry sector such as Agribusiness, Food & Beverage will be an advantage

Eligibility

To be eligible for consideration and appointment you must have:

- **Work Authorisation** - to be eligible for employment with Austrade in Korea candidates must be legally authorised to live and work in Korea at the time of appointment.
- **Language** - the successful candidate must be a highly motivated team member, fluent in written and spoken English and Korean.
- **Security Clearance** - the successful applicant must be willing to complete an Entry Level Screening Pack and be confirmed as a suitable person to access Government resources prior to commencement in the role.

Contacts

After reading this 'Information Pack' should you require additional information you are encouraged to contact Nakyung Kang on +82 (2) 398 2803 or 82 (10) 6647 2899.

For assistance with the online recruitment system please contact the **Corporate Support Team** on +61 (2) 9392 2222.

Applications will only be considered when submitted through Austrade's online recruitment system. All applications received before the closing date will be reviewed, however, the selection panel holds complete discretion to close a position prior to the listed closing date if deemed necessary. The selection panel also has the discretion to consider further applications after the closing date.

Application closing date

Applications close **Sunday 19 May 2024, midnight KST.**

What we need from you

Tell us in less than 600 words why you are the right person, what you can offer, and how your skills, knowledge, experience and qualification are relevant to the role.

Try not to duplicate information that can already be found in your resume, but do highlight any specific examples or achievements that will demonstrate your ability to perform the role.

Please attach a concise resume to your application which clearly outlines your work experience, educational qualifications and relevant skills.

In the application form you will need to provide the details of **two** referees who can attest and validate your credentials and suitability for the role.

Strength in diversity

Austrade is committed to providing a work environment where staff can confidently bring their full selves to work. A truly diverse agency is one that is capable of retaining a broad talent base while best serving its clients and connecting to its global network of employees.

The **Diversity and Inclusion Strategy** sets out how Austrade will continue to build a space where everyone can bring their perspectives, creativity, and skills to the work of the agency. It is the roadmap for how Austrade will strengthen its position as an employer of choice.

Given our commitment to diversity and inclusion, Austrade actively encourages applications from people with disabilities, LGBTIQ people, women, and people with diverse linguistic and cultural backgrounds.

Benefits of working for Austrade

Feedback from our staff tells us that Austrade is great place to work, benefits include:

- Embedded diversity and inclusion employee networks
- A high performance culture
- Global, flexible and diverse organisation
- Generous leave provisions
- Supportive working environment.

Want to know more about working at Austrade? Click [here](#).

