

JOB DESCRIPTION

|  |  |
| --- | --- |
| Job Title: Marketing intern | Recommended Korean title:Sawon (Intern) |
| Reports to Brand Manager | Subordinates: None |

|  |
| --- |
| **Overview** |
| * Contract period: May 23rd 2022 ~ Nov. 30th 2022 * Working for: ABSOLUT VODKA, KAHLUA |

|  |
| --- |
| **Roles & Responsibilities** |
| * Support implementation and monitoring ATL/BTL activities including media, PR and sponsorship. * Responsible for supporting brand related works and implementation of marketing action plans in creative and innovative ways within agreed budget and timeline. * Support management of relevant agencies in delivering quality and professional services * Bring new idea related to the current trend and turn into execution. * Any other marketing tasks assigned by brand manager and Team Leader * Communicate with internal/ external counterparts and get best support for the brand from them * Support for monthly invoicing and PO tasks |

|  |  |
| --- | --- |
| **Communication with** | |
| **Internal**  Brand Manager  Brand Team Leader  Operation, Trade marketing, Sales team | **External**  PR Asia  Other Pernod Ricard affiliates  Brand owner  All agencies both for ATL and BTL  Media  Selected customers |

|  |
| --- |
| **Please submit a resume and cover letter to** [**dambi.lee@pernod-ricard.com**](mailto:dambi.lee@pernod-ricard.com)  **(Due date: Apr. 27th(Wed) 2022)**  **Company & Brand info. :** [**https://www.pernod-ricard-korea.com/**](https://www.pernod-ricard-korea.com/) |