

JOB DESCRIPTION

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

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| **Overview** |
| * Contract period: May 23rd 2022 ~ Nov. 30th 2022
* Working for: ABSOLUT VODKA, KAHLUA
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| **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
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| **Communication with** |
| **Internal**Brand ManagerBrand Team Leader Operation, Trade marketing, Sales team | **External**PR AsiaOther Pernod Ricard affiliatesBrand ownerAll agencies both for ATL and BTLMediaSelected customers |

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| **Please submit a resume and cover letter to** **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/) |