



# WE'RE HIRING! DIGITAL MARKETING MANAGER

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ASIANCE

## ARE YOU READY TO CHECK OUT OUR CULTURE?

Asiance Notion blog for more information! →

## ABOUT US

### Introducing the Marketing Unit in Asiance

Asiance is a digital agency supporting brands in luxury, fashion, beauty, FMCG, and more through all stages of their digital journey in Korea:

**Explore:** Market research and strategic consultation to guide informed decisions on market entry, product launches, etc.

**Innovate:** Localization and development of digital platforms tailored to client needs.

**Amplify:** Execution and optimization of digital marketing—social media, paid ads, influencer campaigns, and more.

Our Marketing Unit leads the Amplify stage, managing social channels like Kakao and Instagram, and running paid campaigns on Naver, Kakao, Google, Meta, and other platforms.

We're growing and looking for team players dedicated to delivering high-quality digital results.

### Digital Marketing Manager in Asiance

As a Digital Marketing Manager in Asiance's Marketing Unit, you will lead a team of digital marketing specialists to manage projects in the form of social media channel and paid digital campaigns management. You'll develop media plans and strategies aligned with client KPIs and business objectives, communicate with clients on project details, and deliver actionable insights to improve performance.

## REQUIREMENT

Explore more about Digital Strategy & Innovation team! . → [Link to Notion Blog](#)

[한글 JD 바로가기](#) →

### Key Activities

#### Campaign Planning & Execution

- Develop content plan and strategic direction for clients's social media channels (Kakao, Instagram, Facebook)
- Develop strategic media plans for platforms such as Naver, Kakao, Google, and Meta in the form of search, display, and video.
- Analyze campaign performance and user engagement data to derive insights and optimize strategies.
- Develop performance reports with visualizations and actionable recommendations.

#### Client & Communication Management

- Maintain strong and clear communication with clients throughout project cycles.
- Present strategic direction and campaign results to clients in a compelling and structured manner.

#### Team Leadership & Collaboration

- Supervise the Digital Marketing team operations and ensure a collaborative work environment that produces high-quality project deliverables.
- Support and mentor team members to achieve project and individual performance goals.

#### Report & Escalation

- Report project status and updates directly to the Marketing Unit Leader.
- Escalate critical project issues in a timely and solution-oriented manner.

### Qualification

#### Skills :

- Minimum 6 years of experience in digital marketing, including social media management and performance campaigns, preferably within an agency environment with proven success in managing campaigns for luxury, fashion, or cosmetics clients
- Strong team leadership and project management skills with a proactive, solution-oriented mindset and high attention to detail
- Excellent communication skills in fluent Korean and English, capable of engaging internal and external stakeholders effectively.
- Highly organized and efficient, able to manage multiple projects simultaneously and adapt quickly as a fast learner
- Proficient in MS Office (PPT, Excel, Word) and Google Drive

#### Preferred Skills:

- Proven track record in project and operation management, with strong organizational and multitasking skills
- Experience with productivity/design tools such as Notion and/or Figma
- Hands-on experience with analytics tools (Google Analytics, Google Tag Manager, Naver, Kakao) and influencer marketing

## HOW TO APPLY

입사지원  
Apply

서류전형  
Resume Screening

면접전형  
Interviews

연봉협상  
Salary Discussion

최종 합격  
Final Offer

Submit your English / Korean resume, cover letter and / or portfolio via [HERE](#).

[여기](#) 링크를 통해 국/영문 이력서, 커버레터, 포트폴리오 제출

