

Hankook Tire Netherlands – Marketing communication staff/Junior specialist



*Web-site : <https://www.hankooktire.com/nl/> , https://www.laufenn.com/nl/front/nl_front/index.do

*Facebook : <https://www.facebook.com/hankook.nederland/>

Are you social, creative and having grammatically sound language skill? Do you have reporting talent and analytic mind? And do you have an interest or experience with ATL in general? Then you might be the right Marketing communication staff or junior specialist for Hankook Tire Netherlands!

In this broad and challenging role, you will work with agencies, media and EU colleagues to set up optimal brand & product communication via Media campaign(Online & Offline) / SNS / Website / PR / Digital marketing, and gather market information. It's more operation-oriented job, but proactive and creative manner is required.

To achieve these goals, you will be responsible for:

- Media contact, media campaign planning / execution / reporting
- Website, SNS & influencer marketing management
- PR proof-reading, generation and communication
- Customer relationship management
- Monitoring, analysing, and reviewing of marketing communication in the Benelux market
- General marketing activity support/backup (Sponsorship marketing, Event, etc...)

Category	Task	Targeted Performance
Strategic Task	ATL general	<ul style="list-style-type: none"> - ATL execution, activity report & payment request to GHQ (Cat.2, Monthly) - ATL AD material source & distribution (Such as images/films/banners...) - Global campaign(Cat.4) support & monitoring - AD budget(Cat.2) rolling plan, marketing master file update, invoice handling
Strategic Task	SNS/Digital marketing	<ul style="list-style-type: none"> - SNS contents/communication control & evaluation - Influencer marketing operation - Owned websites(HK & LF) management support (incl. dealer list and GHQ survey requests) - Online/digital market monitoring & reporting (Exposure, identity, competitors)
Strategic Task	Media, PR, Communication & Others	<ul style="list-style-type: none"> - Media contact & support - PR contents control (Such as proof reading & contents creation, monitoring) - PR / Free publicity focus (sending PR source to journalists, expand PR network, meet/connect with relevant (PR) persons of car makers. - Direct communication(incl. internal & indirect customers) - CSR activation - Other relevant tasks such as survey follow up, Inter-company communication, Other marcomm.(BTL) backup

You are an important member of the Marketing team and will report to the Senior Marketing Manager.

To be successful in this role, we believe you:

- Have a Bachelor or equivalent degree (Marketing communication or equivalence) or working experience in marketing communication (especially media or PR) position
- Are a star in monitoring/processing information and drawing essence from raw data for right media execution
- Are social, reliable, creative, representative and quality oriented
- Have broad knowledge of media tools, and good at excel and power point, also good at repetitive operation.
- Are a native Dutch speaker with fluent English communication skills

Hankook Tire manufactures globally innovative, award winning radial tires of proven superior quality for passenger cars, light trucks, SUV's, RV's, trucks, and buses as well as motorsports (circuit racing/rallies). Hankook is especially world leading company of exclusive EV tires.

The company firmly understands that the success has stemmed from the efforts of the determined and passionate employees. Since the founding in 1941, every employee who has worked with the company has represented a special part of that history. Hankook Tire believes that long-term sustainable growth is created through the growth and development of its employees. Born from the systematic approach to build a culture that blends 'professionalism' and 'active mindset', the 'proactive' culture is generating Hankook Tire's leaders of today and tomorrow with exciting stories of success and endeavour.