

# MARKETING & TRADE PROMOTION SPECIALIST

**KOTRA (Korea Trade-Investment Promotion Agency) Surabaya** is currently looking for a highly motivated candidate to fulfil the following duties:

(KOTRA is a government agency under KOREA Government, to establish development of National economy and promote trade & investment between domestic and foreign business)

- **Job Description**

This position will conduct various Marketing & Trade Promotion activities on behalf of Korean SMEs trying to penetrate the Indonesian market.

Detailed expected activities are as follows:

- Market research and analysis to illustrate the Indonesian market to Korean clients
- Finding sales opportunities for Korean clients and bridging Indonesian buyers and Korean clients
- Supporting negotiation and communication between Korean clients and buyers to make a contract ultimately
- Plan and carry out direct marketing activities including making cold-calls, emails, follow-ups, setting-up the initial meetings, follow-up meetings, etc
- Assist in writing and editing sales and marketing materials which includes presentations, articles, brochures, product information, website etc
- Provide assistance and support to director and the marketing consulting manager for various marketing and administrative assignments
- Organize/support industry seminars, trade delegation, and exhibition
- Other various marketing activities to help Korean SMEs to penetrate the Indonesian market
- Going on international business trip including KOREA and domestic business trip

You may cover various industrial products, which require fast learning skills based on your previous professional background and network-establishing skills with new Indonesian buyers in various fields.

- **Main Duties and Responsibilities**

- Receive and coordinate all inquiries in line with the Korean companies
- Design and develop new Business Models or Projects to support Korean companies to enter Indonesian market
- Conduct market research to comprehend the market and build up market penetration strategy
- Communicate with Korean companies (English/Korean)
- Support Korean companies and business trips
- Support deal-making between Korean companies and Indonesian buyers
- Listen to Korean companies' voices and improve the quality of the marketing
- Try to meet the annual target and KPI designated by KOTRA Head Office (Seoul) and KOTRA Surabaya

- **Office location**

Surabaya, East Java, Indonesia

- **Requirements**

- **Must be willing to work in Surabaya**
- Excellent verbal and written communication skills in English

- Verbal and written communication skills in Korean are preferred
- 2 ~ 5 years of working experience in marketing, B2B sales preferred, but willing to make exception for the right candidate
- Government relations, public relations, International trade, consulting, project managing or project financing experiences preferred
- Candidate must possess at least Bachelor's Degree in Business Studies, Administration, Management, Economics, Marketing, Korean Language, Engineering or equivalent.
- Experience with Microsoft Office Programs
- Excellent organizational and research skills
- Client-oriented attitude

- **Reason for Disqualification**

- Person prohibited to travel to Korea
- Person who has criminal record or convicted crime
- Even when hired, any above subjects are to be found as fabricated

- **Salary**

- Top tier amount in the Marketing & Researching Field

- **Application**

Linkedin: <https://www.linkedin.com/jobs/view/3567970962/>

- **Others**

- The probation period will be three months.

Recruitment Schedule  
(schedules can be tentative)

- Resume application : ~ May 9
- Online or Offline Interview : May 11 ~ 12
- Starting work & OJT Period : May 15 ~ 19

**Company Profile**

\* KOTRA is a government agency under KOREA Government, to establish development of National economy and promote trade & investment between domestic and foreign business.

In response to such internal and external challenges that call for further innovation, the Korea Trade-Investment Promotion Agency (KOTRA) will be focusing its resources on the following four key missions: Full support for Korean SMEs to explore overseas market opportunities; Global Job Creation; Diversification of exporting goods and market; and new overseas expansion opportunity

Among the listed four areas, KOTRA will put further emphasis on supporting Korean SMEs to explore overseas opportunities and creating global jobs, and ensure that the agency delivers tangible results. To realize this goal, we will restructure our organization to provide a customized support system so that more Korean SMEs can enter the export market. Furthermore, we pledge to become a reliable partner to Korean SMEs by offering support in every stage of growth; from start-up exports to the transformation of domestically oriented companies into exporters and global expansion of mid-sized companies.