

KOTRA Surabaya, Marketing & Trade Promotion Specialist

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

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 like below :

- 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.

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 :

- Be in charge of KOTRA's *Jisahwa* Project*
 - * *Jisahwa* Project : On behalf of Korean SMEs which cannot afford to establish branches overseas, KOTRA instead role as their oversea branch and proceed marketing & Business activities
- Receive and coordinate all inquiries in line with the Korean companies.
- Design and Develop new Business Models or Projects to support Korean companies enter the Indonesian market
- Conduct market research to comprehend the market and build up market penetration strategy.
- Communication with Korean Companies in English or Korean. (**Korean Preferred**)
- Support Korean companies and KOTRA business trips.
- Support making a deal with Indonesian buyers and Korean companies.
- Listen to Korean companies' voices and improve the quality of the marketing.
- Try to meet the annual target and key performance indicator designated by KOTRA Head Office and KOTRA Surabaya.

Office location :

- Surabaya, East timur, Indonesia

Requirements:

- Must be **eligible to work in Surabaya**
- Excellent verbal and written communication skills in **Korean and English. (Korean 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 Korea
- Person who has criminal record or convicted crime
- Even when hired, any above subjects are to be found out as fabrication

Salary

- Top tier amount in the Marketing & Researching Field.

Others

- The probation period will be three months.

Recruitment Schedule

- Resume application : ~ August 5th
- Offline or Online Interview : August 9 ~ 12th
- Starting work & OJT Period : August 15 ~ 19th

Company Profile

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.

PLEASE SEND YOUR RESUME TO : [**chk@kotra.or.kr**](mailto:chk@kotra.or.kr)