

Job Description

Position	Strategic Partner Communication
Team	IM Business
Group	IM Marketing
Product	IM
CL-Band	TBC
Report Line	IM Marketing Group Leader > IM VP
Update as of	01-Mar-21

Key Responsibilities:

- Lead co-marketing communication project with assigned customer, collaborate with cross-functional team to drive mutual agreed objective between SAMSUNG and operators & key accounts i.e, co-campaign building subscribers acquisition, retention, uplift APRU by using SAMSUNG phone as key drivers via off-line channel, on-line, CRM, retargeting and cross data marketing, etc. by integrating effort between internal and external team (Product Management, Above the line, Below the line, Retail management, CDM, Marketing, Corporate marketing, SCM, Regional and HQ marketing if needed).
- Ensure product proposition effectively communicated to target consumers at all channels in assign account via both SAMSUNG and customer communication on-line and off-line platform
- Lead negotiation of co-partnership activity by convincing customer to maximize their support to SAMSUNG in the assigned account to ensure most effective marketing communication message & offering.
- Develop customer engagement at all levels, develop and implement program to turn them to SAMSUNG brand advocate.
- Builds successful working relationships and effectively manages the interface with a variety of key parties including RHQ and HQ
- Handle co-marketing investment planning & budget submission to ensure budgets and resources are allocated to support key Partner Comms initiatives.

Qualifications:

- Bachelor's degree/ Master's degree in Marketing or related field
- Male/ Female, aged 30-36 years old
- At least 5 year's experience in international account management and/or strategy at network provider (operator's business) an ad agency or in-house marketing communications firm
- You have broad experience in brand communications - from strategy through execution and analysis of results as well as key learnings. (Especially digital marketing)
- Understanding Samsung's brand principle, key product's winning propositions & strategies and to guide Samsung's partners in delivering business results and a consistency brand tonality & messaging
- Ability to deep into a partner's business, marketing strategy and consumer insights, to understand challenges and find opportunities
- You must possess winning attitude, you can see potential and nourish it and have a strong ability to influence both internal and external stakeholders to drive that work forward
- Your passion and eagerness to drive thoughtful strategy is clear. Our candidate is flexible and adaptable in a dynamic environment while working as a member of a high-functioning team
- Confidently establish rapport, credibility and influence across multiple partners in a highly matrix'd & fast-paced organization
- You experience working with creative agency teams, c-suit level partners, and collaborating on great work. The ability to expertly lead is key