

# Job Description

## *PR, Social Media & Brand Communication Executive*

### Marketing

#### ***Purpose of Job***

Elevate Club Med's brand presence in Korea to become an iconic global lifestyle brand. Beyond simple awareness, the role focuses on driving brand preference and emotional connection with consumers. By orchestrating multi-channel PR, high-impact partnerships, and strategic event planning, this position aims to build strong brand equity that serves as a powerful engine for sustainable and healthy sales growth.

#### ***Key Missions & Responsibilities***

##### **1. Brand Strategy & Equity Building**

- Develop and execute local brand campaigns that resonate with Korean lifestyle trends to transform awareness into strong brand preference.
- Ensure global brand guidelines are met while tailoring messages to position Club Med as a premium, iconic lifestyle brand in the Korean market.
- Oversee the creation of high-quality brand storytelling content that elevates the brand's premium image.

Key KPI: Brand awareness (Brand barometers)

##### **2. Integrated Media Relations & Multi-channel PR**

- Lead multi-channel PR strategies (earned, owned, and paid media) to maximize positive Share of Voice and brand reputation.
- Develop and execute a comprehensive PR strategy that covers media to maximize brand exposure and positive reputation.
- Build and maintain strong networks with media to ensure consistent and quality brand exposure.
- Proactively monitor media sentiment and develop communication protocols to effectively manage and mitigate potential brand crises in the Korean market.
- Manage PR agency to develop PR strategy and achieve PR KPI's.

Key KPI: PR value, Brand search volume

##### **3. Strategic Partnerships & Event Planning**

- Source and execute co-marketing with non-travel premium brands to reach affluent target segments.
- Plan and lead brand events, media showcases, and pop-ups that provide immersive brand experiences.

Key KPI: Referral traffic by partnership

##### **4. Social Platform Strategy & Digital Advocacy**

- Animate and engage Club Med's owned social platforms through comprehensive social & online strategies to maximize brand visibility.
- Curate and amplify authentic customer voices and user-generated contents to build brand trust and social proof across all digital platforms.

Key KPI: UGC Volume & Quality

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### ***Line Reporting***

PR & Brand Communication Executive – Marketing Manager

### ***Profile Requested***

**Education** Bachelor / Master's Degree

**Job Experience** 3y+ experience in PR, brand marketing & relevant field

### **Skills**

- Iconic Brand Storytelling & Editorial Excellence.
- Strong communication and interpersonal skills with internal and external clients.
- Event, project management, organizational, and prioritization abilities.
- Resilience and adaptability in managing crises or fast-changing business situations.
- Analytical Impact Measurement & Digital Savvy
- Strong written and verbal communication (KR and EN) and analytical skills.

### **Behaviors**

- Feel in line with Club Med very strong attitude values: KINDNESS, MULTICULTURALITY, PIONEER ATTITUDE, FREEDOM, and RESPONSIBILITY.
- Be a storyteller at heart, and a data-driven decision maker by practice.
- Organized, able to operate in ambiguity, a creative problem solver, able to travel for work.
- Great team player, positive spirit, well-organized, reliable, agile & comfortable in dealing with difficult situations, able to multi-task, proactive.
- The tourism industry is often unpredictable: we are looking for people able to react.

### **Software**

Basic understanding of Microsoft tools : advanced knowledge of content management.  
Expertise in modern design/collaboration software (Adobe Photoshop knowledge is a plus).

