

Job Description

E-commerce & Media Executive

Marketing

Purpose of Job

Develop and implement high-quality digital contents using AI-driven tools and modern design platforms across all digital communication channels (including B2C Website & display ads), to best showcase Club Med brand and the resorts to generate revenue and to achieve set objectives.

Deliver full funnel digital media strategy and leverage GA4 data insights to optimize the performances of Club Med sales & presence online.

Key Missions & Responsibilities

1. Define, implement and promote an efficient online marketing plan

- Analyze and report on various data to deliver data driven strategies and deliver top performance and achieve KPIs.
- Be responsible for BV, sales contribution & online channel KPI's.
- Develop and implement e-commerce strategy to improve sales performance.

Key KPI: sales performance.

2. Optimize digital content and user experience on B2C platform to drive online bookings

- Ensure Club Med Korea website is commercial, visually appealing, and customer focused, following brand guidelines.
- Responsible for Club Med campaign launch, including branding & promotion on own digital platforms.
- Utilize Generative AI tools to enhance content efficiency, from automated copywriting to creative asset optimization, ensuring high-speed delivery of marketing materials.
- Optimize digital contents and UX using AI visual tools to drive web traffics and generate leads.
- Implement new functions and settings on official B2C site.
- Manage E-commerce systems to ensure the fluidity of booking process.
- Analyze E-commerce performance & set up actions to optimize it.

Key KPI: conversion rate and behavior flow.

3. Manage full funnel online media strategy

- Responsible for traffic acquisition, sales, conversion, and reporting, working closely with digital media agency to improve traffic quality.
- Build and drive strategic initiatives and roadmaps, including on search engine optimization (SEO).
- Planning online media materials based on brand identity.
- Responsible for E-commerce sales boost campaigns.

Key KPI for Online campaigns: CPC, Cost per lead, ROI

Job Description

E-commerce & Media Executive

Marketing

Line Reporting

E-commerce & Media Executive – Marketing Manager

Profile Requested

Education Bachelor / Master's Degree

Job Experience 3y+ experience in E-commerce & relevant field
(ex. online marketing / digital PR / content marketing / Social Media Marketing)

Skills

- Strong understanding of digital customer journey, knowledge across major digital platforms and social communication channels. Understanding of leisure and tourism industry is plus.
- Proficiency in AI-driven copywriting and content creation to maximize productivity.
- Creative, attentive to detail, strong business acumen, and results-orientated.
- Genuine passion and in-depth understanding of the media ecosystem.
- Experience in managing relationships with key partners.
- 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.

Software

Advanced knowledge in GA4 and other digital analysis system.

Knowledge of E-commerce software is a plus.

Proactive use of AI Tools (e.g., ChatGPT, Midjourney, or similar) for marketing efficiency.

Expertise in modern design/collaboration software (Adobe Photoshop knowledge is a plus).

