

## LG Electronics: Copywriter, DA Marketing Strategy Team – Seoul

<b>Location</b>	Seoul, Korea	<b>Salary/Wage</b>	Salary commensurate with experience
<b>Status</b>	Full Time, Employee	<b>Job Category</b>	Copywriter (Integrated MKTG Comm.)
<b>Relevant Work Experience</b>	3+ Years	<b>Career Level</b>	Experienced
<b>Education Level:</b>	Bachelor degree		

### Job Description

Description:

**Copywriter, Assistant Manager ~ Manager**

**This position is based in Seoul, Korea**

The area: IMC Group within DA Marketing Strategy Team

Global leading DA Marketing Strategy Team is looking for applicants who have experience in copy and creative concept development for advertising and In-Store communication.

#### **The role: Copywriter**

The copywriter provides copy and creative concepts for advertising and direct marketing programs across all media. The copywriter looks for opportunities to integrate new creative directions into their projects.

As a copywriter, you will participate in the new product concept development based on customer insights. In order to better understand our business, you will study all DA products and review the catalogs and In-Store communication materials. You will revise and develop the wording and materials for marketing communication. Moreover, you'll be in charge of building up a premium brand image for LGE DA products.

Responsibilities:

- Transfer technical USP terms into customer's language
- Find errors in translation which are not expressed in a customer friendly manner.
- Revise vague expressions which are not associated with the USP function in the catalogs or In-Store communication materials
- Insure brand and design consistency on all interactive projects
- Insure the concept/copy/tone consistency on all advertising
- Participate in the USP naming project with the product marketing team
- Develop creative copy for mid-long term

Qualifications:

- Native level fluency in English
- At least 3 years of experience in related area (e.g. PR agency or Advertising agency.. etc)
- Solid creative sense coupled with business issue and customer insight
- Highly knowledgeable of branding and product concept development for advertising
- Excellent analytical communication/presentation skills
- Work experience related to DA products preferred
- 2<sup>nd</sup> language (Spanish, French, Russian ...etc) skills preferred

Salary/Benefits: Salary commensurate with experience

LG Electronics is committed to helping its employees achieve financial security and a better quality of life by offering them a comprehensive and flexible benefits package. Benefits may vary according to region and country. More details will be provided during the application process.

For your reference, these benefits may include: medical insurance, a retirement plan, holiday pay, annual leave, company product discounts, etc. These benefits will keep its employees healthy and enable them to balance the demands of their work and personal lives.

How to apply:

Please send your resume and cover letter to [thc@lge.com](mailto:thc@lge.com) by June 15<sup>th</sup>.  
Important: the subject field of your email must include copywriter – Seoul.

Job Location: Seoul, Korea

Company URL: <http://www.lge.com>

Company Profile:

Established in 1958, LG Electronics, Inc. is a global leader and technological innovator of consumer electronics, home appliances, and mobile communications, employing more than 82,000 people in over 110 operations, including 81 subsidiaries around the world. Comprising four business divisions – Mobile Communications, Digital Appliance, Digital Display, and Digital Media – and with global sales of USD 38.5 billion\* in 2006, LG Electronics is the world's leading producer of CDMA/GSM handsets, air conditioners, front-loading washing machines, optical storage products, DVD players, flat panel TVs and Home Theater Systems.

LG Electronics' efforts continue to enhance the global presence of the LG brand and maximize profitable growth. In particular, LG Electronics will be focusing on achieving profitable and sustainable growth in the mobile communications and digital display sectors to strengthen its leadership in the IT industry, while at the same time increasing its market share in the home appliance and digital media sectors.

LG Electronics DA Company is an Equal Opportunity Employer and offers competitive salary and benefits.