



Sport builds strength, confidence and lifelong friendships.
It fights disease and depression. It transcends language, nationality and race.
Sport is every tomorrow that ever made up its mind to be better
than the day it left behind. Be part of that tomorrow.

APAC BRAND TRAINEE PROGRAM

Brand & Commercial Team – SEOUL, KOREA

PURPOSE

As one of the fastest growing markets, Asia Pacific has been a key growth and profitability driver for our company. To plan the future bench strength for Asia Pacific, we would like to launch the APAC Brand Trainee Program to provide the young talents the platform to grow as individuals and as future employees.

In the APAC Brand Trainee Program, we offer a unique platform to start your career coached by experienced mentors and managers. We will also pair you up with a buddy who will help you navigate the program.

You will have the opportunity to rotate within 24 months through different function in Brand and Commercial team in KOREA and abroad. The change of department every six months offers you the opportunity to get to know the various departments, work in multinational teams, and develop detailed specialist knowledge, and a wide network. We will provide overseas rotation opportunity within the Asia-Pacific market to help you develop the multi-cultural career.

Our APAC Brand Trainee program aims to foster future entry position young leaders in the marketing department, equipped with a broad marketing knowledge and skills.

- 6months with Brand team (Brand Activation, Concept to Consumer, and Marketing Operations and Sports/Fitness Marketing), which you haven't experienced in previous 6months (it can be changed as per business situation)
- 6months oversee experience within APAC (You can apply exact team which you want to experience!)
- 6months with Commercial team such as Business Development, Retail, Wholesale, eCommerce (it can be changed as per business situation)



adidas

APAC Brand Trainee Program



What is Brand working experience?

- 1) Brand Activation (Brand Communications) : Drive an effective and efficient brand activation across all categories for Reason to Buy campaigns and Key Concepts in country / cluster in full alignment with the APAC Brand Activation and Brand Unit teams
- 2) Concept to Consumer : Learn and activate the functional skillset and knowledge related to brand adidas in terms of product, marketing, operation and process
- 3) Marketing Operations : Support to maintain the marketing operation system to ensure that article master data is properly implemented for the specific categories and coordinate local Go To Market process including sample management
- 4) Sports Marketing (Brand adidas) : Implement a Sports Marketing strategy for responsible sport(-s) in alignment with APAC guidelines and ensure its execution in the country / cluster.
- 5) Fitness Marketing (Brand Reebok) : Develop and implement Fitness ambassador/community network strategy and plan for country/cluster



Qualification

You will need to be proficient in English, a leader and team player with strong interpersonal skills. Honing a keen sense of business acumen with excellent critical thinking and analytical skillsets showcasing proactiveness, adaptability in driving results.

- Expected Graduates and Graduates (2019년 8월 졸업 예정자 혹은 졸업 후 1년 미만인 졸업생)
- Less than 1 year working experience (Including Internship)

TimeLine

- Application Deadline : 19 Apr 2019
- Talent Acquisition Interview: 22 – 30, Apr 2019
- Assessment Center (Group Interview): 2 – 10, May 2019
- Final Interview: 13 – 17, May 2019
- Offer: 27 May 2019
- Onboarding: 1 July 2019

The schedule can be changed according to the process of the selection process.

Sound good? Apply [here](#) and be part of our tomorrow.

THROUGH SPORT, WE HAVE THE POWER TO CHANGE LIVES

www.careers.adidas-group.com

Contact Point / Q&A

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