**[회사소개]**

페이스북코리아 (Meta)

**[모집분야 및 업무내용]**

**Job Title: Marketing Science Partner**

In Marketing Science, our mission is to help all businesses grow by transforming marketing practices grounded in data and science.

We are seeking a highly quantitative measurement professional, with marketing analytics experience to drive the measurement and vertical strategy in Korea. We're looking for individuals with strong research and critical thinking skills, as well as familiarity with large data sets and data tools. The candidate will need to be able to work with other members of the Marketing Science team and internal stakeholders including the sales team.

The ideal candidate will be passionate about advertising, intellectually curious, and able to move fast while keeping focused on high impact projects. They should demonstrate a strong understanding of the media landscape and ability to apply quantitative techniques to understand consumer behavior and advertising effectiveness. This is a full-time role based in Seoul (Korea).

**Responsibilities:**

Engage with internal stakeholders to share research-based best practices and measure true business value by building and operationalizing “learning agendas”. The best practices and learning agendas will highlight how a client can improve business outcomes.

Partner closely with other Marketing Science partners and sales team to support to manage a scaled set of accounts utilizing diverse insights

Help internal stakeholders to drive client, vertical, and industry adoption of preferred measurement methodologies, best practices, products, and approaches in support of the “learning agenda”

Design tests to showcase the power of good measurement using client data and Meta or third-party technology tools

Communicate complex research results to a general internal audience

Offer selective consultation to sales team on business hypothesis to test, measurement design & feasibility or insights interpretation for the clients and agencies

**Minimum Qualifications:**

Bachelor’s (or higher) degree in Business, Statistics, Biostatistics, Data Science, Economics, Mathematics, Computer Science, Engineering, Sociology or similar

Experience working with structured and unstructured data-sets, statistical software such as R, SPSS, SAS as well as data extraction tools such as Hive and/or SQL

Direct experience independently scoping and executing research projects with clients and/or cross-functional stakeholders

Experience analyzing and manipulating data sets to understand patterns and provide insights

Ability to communicate technical content to the general audience

Client-facing experience (internal or external), including ability to drive meetings or change through adoption of new products or research methods

Experience with digital advertising measurement methods and technologies

Fluent in Korean and English

**Preferred Qualifications:**

Advanced degree in a quantitative field or an MBA

Experience with digital advertising for brand and DR outcomes

**[근무조건]**

- 고용 형태: 파견계약직

- 계약 기간: 6개월 단위 계약 (글로벌 규정에 따라 6개월 단위 계약 진행되며, 회사 상황에 따라 6개월 추가 계약 연장 예정, Business 상황에 따라 정규직 전환 검토 예정)

- 급여: 직전 연봉 이상으로 협의

- 근무 시간: Monday - Friday 일 8시간

- 근무 장소: 페이스북코리아 본사, 서울 강남구 테헤란로 231 (remote 근무 없음)

- 복리후생: 4대 보험, 연차, 연차수당, 제휴 호텔 할인, 화상영어 제휴 할인, 생일/명절 선물, 경조 휴가/경조금 등

**[지원방법]**

- 제출서류: 자유양식 국문&영문 이력서 및 자기소개서/경력기술서

- 홈페이지 간편 지원: https://manpowergroupkorea.ninehire.site/job\_posting/q3921JAl

- 문의사항: ellen.seol@manpower.co.kr