**[라쿠텐 비키] 마케팅 크리에이티브 제작팀 인턴**

**[Rakuten Viki] Intern, Marketing Creative Production Team**

Rakuten Group, Inc. is the largest e-commerce company in Japan, and third largest e-commerce marketplace company worldwide, with over 1.5 billion registered users worldwide. The Rakuten brand is recognized worldwide for its leadership and innovation, and provides a variety of consumer and business-focused services including e-commerce, e-reading, travel, banking, securities, credit card, e-money, portal and media, online marketing and professional sports. The company is expanding globally and currently has operations throughout Asia, Western Europe, and the Americas.

Rakuten Viki is a premier global entertainment streaming site where millions of people discover and consume primetime shows and movies subtitled in more than 200 languages, by our community of fans. With billions of videos viewed and more than 1 billion words translated, Viki brings global entertainment to fans everywhere!

We are looking for a multi-talented **Intern, Creative Services,** **this position will be based in Seoul, Korea. He/she will report to the Senior Marketing Manager - Creative and Content, and assist the larger Creative Team based in the US.** The intern will assist in executing creative projects for the releases of some of the biggest Asian Entertainment show titles on our streaming platform. We are looking for someone who is creative, detail-oriented, resourceful, a problem solver, and a strong cross-functional communicator.

**주요업무:**

* 회사 내부 디자이너와 크리에이티브 제작자들과 협업, 시선을 끄는 비쥬얼과 효과적인 아트워크 작업 진행 – 컨텐츠 런칭과 마케팅 프로모션용 (Viki 채널은 물론 다양한 마케팅 채널 노출용)
* 배너, 썸네일, 비디오 클립 등의 제작 – Viki 사이트 내 컨텐츠, 소셜미디어, 그 외 Viki 파트너사 노출용 (Apple TV, iQIYI, Pluto TV 등)
* User acquisition을 위한 월별 크리에이티브 기획, 컨셉도출 과 다양한 브랜드 인지도 향상을 위한 마케팅 캠페인과 프로모션 컨텐츠 기획
* 프로젝트/타임라인 매지니먼트
* 크리에이티브 수준 담보와 프로젝트 매니지먼트 사이의 균형 조절
* 프로젝트 진행에 대한 트래킹과 딜러버리 매니지먼트
* 크리에이티브 파트너사들, 마케팅 매니저들, 기타 협업 팀들과의 팀업 관리
* 최선의 크리에이티브 결과물을 위해 틀안에서 벗어나는 사고 방식과 솔루션 도출 및 적용

**필요사항:**

* 효과적인 커뮤니케이션을 위한 영어와 한국어 필수
* 수준 높은 크리에이티브 제작 경험 – 포트폴리오 필수
* 크리에이티브 프로젝트 매니지먼트의 다양한 경험
* 디테일을 보는 눈과 문제 극복 능력, 새로운 시각
* 뉴미디어 또는 엔터테인먼트 사에서의 업무 경험 (플러스 포인트)
* 자율적, 독립적인 업무 수행 능력
* 소셜 플랫폼에 대한 이해도 (Facebook, Twitter, Instagram, YouTube, TikTok)
* 프로젝트 매니지먼트 스킬로 빠른 업무 환경에서 일하는 멀티 태스킹 능력

**우대사항:**

* Adobe Photoshop, Illustrator, Video Editing, Premiere Pro, and After Effects skills
* 비디오 편집, 애니메이션 스킬 (많은 도움이 될 것)
* 엔터테인먼트/미디어/디지털에 대한 관심, 특히 k-drama, c-dramas, j-dramas 에 대한 관심

**지원방법:**

* 제출 서류: 영문 이력서와 포트폴리오(필수)
* 이메일: **viki-rs\_recruitment@rakuten.com**

**Key Responsibilities Include:**

* Partner with internal designers and creative producers to create visually stunning and effective artwork for title launches and marketing promotions, not only within the Viki member experience but also across different marketing channels
* Hands-on creation of creative assets, such as banners, channel thumbnails, and video clips. to represent Viki titles on service, social media, and on Viki partners such as: Apple TV, iQIYI, Pluto TV, and more
* Assist in monthly creative planning, concepting, and execution for various user acquisition and brand awareness marketing campaigns and other promotional content
* Manage projects and timelines from project kickoff to completion
* Balance quality creative and project management
* Track details of project development and meet delivery timelines
* Build relationships with creative partners, marketing managers, and cross-functional partners
* Innovate and implement out-of-the-box ideas/solutions to optimize creative performance

**Requirements:**

* Effective and strong communicator in both English and Korean
* Proven ability to assist and create high-quality creatives (portfolio required)
* Experienced in all aspects of creative project management from kickoff to completion
* Great attention to detail and highly resourceful in delivering creatives
* Previous creative production experience in new media and/or entertainment industry experience is a plus
* Self-motivated with the ability to work independently
* Able to be both creative and analytically minded
* Familiarity with social platforms, including Facebook, Twitter, Instagram, YouTube, TikTok
* Excellent multitasker thriving in fast-paced environments with strong project management skills

**Preferred Qualifications:**

* Strong Adobe Photoshop, Illustrator, Video Editing, Premiere Pro, and After Effects skills
* Video editing and animation skillsets are a huge plus
* It will be a bonus if you are passionate about the entertainment/media/digital landscape, especially k-dramas, c-dramas, and j-dramas!

**Please submit a portfolio or link to work examples with your application to viki-rs\_recruitment@rakuten.com. Applications without portfolio submission will not be considered.**

*Rakuten is an equal opportunity employer. We do not discriminate based on race, color, ethnicity, ancestry, national origin, religion, sex, gender, gender identity, gender expression, sexual orientation, age, disability, veteran status, genetic information, marital status or any legally protected status. Women, minorities, individuals with disabilities and protected veterans are encouraged.*