



JAC Recruitment

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Thailand

## PR/116708 | Regional Digital Marketing Supervisor

### Job Information

**Recruiter**[JAC Recruitment Thailand](#)**Job ID**

1537046

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

April 30th, 2025 16:20

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

Our client is one of the famous companies and manufactures in consumer goods

**Salary:** 50,000 - 80,000 THB +/- (Negotiable)

**Location:** Bkk, Silom

### Responsibility

- **Media Buying & Planning:** Develop and execute strategic media plans, oversee digital media buying, and manage vendor relationships to achieve regional marketing goals.
- **Creative Strategy & Execution:** Collaborate with creative teams to develop tailored ad content, align creatives with audience insights, and conduct testing to identify high-performing elements.

- **Performance Marketing & Media Optimization:** Monitor and optimize campaigns in real-time, leverage analytics for insights, and implement retargeting and audience segmentation strategies.
- **Marketing Technology & Automation:** Manage marketing technology platforms, stay updated on martech advancements, and ensure seamless integration with tracking and reporting systems.
- **Media and Marketing Agency Management:** Coordinate and manage agency relationships, review proposals, and provide feedback to optimize outcomes.
- **Reporting & Insights:** Provide detailed campaign performance reports, use data to inform strategies, and stay informed about industry trends and competitor activities

**Qualifications:**

- Bachelor's degree in Marketing, Advertising, Business, or related field.
- 3–5 years of digital marketing experience, focusing on media buying, planning, and performance optimization.
- Preferred: Experience in regional teams or agencies.
- Strong knowledge of media buying and programmatic advertising (Google, Meta, LinkedIn, etc.).
- Familiarity with martech tools (WordPress, HubSpot, Salesforce, Marketo, Pardot, CDPs).
- Proficiency in analytics tools (Google Analytics, Adobe Analytics).
- Experience with marketing automation, A/B testing (Optimizely, VWO), and retargeting tools.
- Good command of Thai and English

Interested candidate, please send your resume in English (Word format only) along with your recent photo and expected salary to us by click **APPLY**

**JAC Personnel Recruitment Ltd**

10F Emporium Tower 622 Sukhumvit Soi 24 Klongton, Klongtoey, Bangkok 10110

Contact : K.Napaphach

Office Number: 02-261-1270

Time: 9.00 am - 6.00 pm

Website : <https://www.jac-recruitment.co.th>

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**Company Description**