



## PR/117204 | Social Media Specialist

### Job Information

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

1539256

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

May 13th, 2025 10:33

### 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

The social media specialist will lead content development, production, programming, communications and distribution. Enhance brand awareness and consumer engagement through unique content and strong media relationships.

**Responsibilities:**

- Generate innovative content ideas and manage key media projects.
- Lead social media strategy and content production for events and athlete projects.
- Build and maintain a network of production agencies and media professionals.
- Explore new platforms for brand growth through media partnerships.
- Define and execute channel strategy for social media and digital platforms.
- Optimize social media posting and amplify content.
- Track performance and demonstrate social media ROI.
- Develop social media content ideas and supervise production.
- Support athletes in content production and grow the Social Opinion Leader program.
- Assist in executing consumer activations and brand campaigns.

**Qualifications:**

- More than 5 years of social media experience in the FMCG, media or advertising industries.
- Excellent writing skills for creating engaging stories.
- Attention to detail and project management skills to handle multiple tasks in a fast-paced environment.
- Knowledge of video and photo editing software like Premiere and Photoshop.
- Good communication and interpersonal skills
- Fluent in both Thai and English.

Interested applicants, please click [APPLY NOW](#). Due to the high number of applicants, we regret to inform that only shortlisted candidates will be contacted. Thank you for your understanding.

#LI-JACTH

---

**Company Description**