



PR/117204 | Social Media Specialist

Job Information

Recruiter
[JAC Recruitment Thailand](#)
Job ID

1540379

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

July 2nd, 2025 11:00

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.

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Company Description