



JAC Recruitment

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Thailand

PR/117294 | Marketing Director (Entertainment)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1540456

Industry

Amusement, Entertainment

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

May 20th, 2025 12:18

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 a startup in the entertainment industry.

The Marketing Director will enhance company brand, campaigns and partnerships globally. This role requires a strategic thinker who can manage creative marketing across fashion, music, and cultural products, while focusing on data-driven growth, digital performance, and fan engagement.

Key Responsibilities:

- Develop company brand identity and global positioning.
- Plan and execute marketing campaigns for various events and product launches.
- Oversee digital marketing channels and optimize growth and fan engagement.
- Create fan-driven campaigns and monitor fan behavior to strengthen relationships.

- Establish partnerships with brands, platforms, and artists, and collaborate with PR agencies.
- Lead brand strategy and creative marketing campaigns.
- Manage digital performance across key channels (FB, TikTok, Google).
- Build community and fan engagement programs.
- Develop marketing partnerships with artists and global brands.
- Oversee campaign timelines, budgets, and team execution.

Qualifications:

- 7–10 years in senior marketing roles in creative industries (music, entertainment, media or fashion).
- Proven success in cross-platform campaigns.
- Understanding of youth culture and brand storytelling.
- Strong leadership and team management skills.
- Experience with talent and cultural influencers.
- Global marketing experience.
- Digital product marketing expertise.
- Knowledge of analytics, CRM and community-building tech.
- Fluent in Thai and English.

If you are interested, click [APPLY NOW](#). Please note that only shortlisted candidates will be contacted due to the high number of applicants. Thank you for understanding.

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Company Description