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PR/116792 | Digital Marketing Manager

Job Information

Recruiter
JAC Recruitment Thailand

Job ID
1540649

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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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 leading the fashion industry by consistently innovating on one's own to establish three firm bases: "Brand Business," "Digital Business" and "Platform Business."

Location: Bangkok.

Responsibilities
- Create and carry out planning, analysis, reporting, and improvement for digital marketing promotion, including Web/SNS advertising and SNS operation.
- Oversee all marketing and communication across all platforms [online, offline, and social media] with the goal of increasing brand recognition
- Managing a third-party digital marketing vendor [planning, ordering, checking, and improving]
- Organize data analysis, reporting, and store promotion
- Produce POP and additional promotional materials.
- Improve customer satisfaction with efficient CRM tactics for both the shop and EC.
- Oversee the daily activities of the online sales department, such as product presentation, inventory control, order processing (including pick-and-pack), and reporting.
- Develop CRM application brand, enhance UIUX, and manage PUSH notifications and coupons. Manage HP banners and landing pages.

- Any additional ad hoc tasks that managers delegate

Qualifications:
- Bachelor's degree graduation or related fields
- Strong English communication skills (both speaking and writing).
- Over 5years of working experience in retail (Preferred experience in Fashion industry).
- Over 5 years of working experience of Marketing/Digital marketing and EC operation.
- Experience in marketing tools/software (Google Analytics, Photoshop, Illustrator).

Company Description