



JAC Recruitment

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Thailand

PR/117475 | Content Lead (Entertainment Industry)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1544792

Industry

Amusement, Entertainment

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

June 17th, 2025 10:20

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 a startup in the entertainment industry, acting as a creative ecosystem. They assist artists in developing their own unique worlds by providing support in music, fashion and content creation.

Key Responsibilities:

- Turn the Founder's vision and Brand Lead's direction into clear storytelling.
- Create and maintain a guide that defines voice, themes and communication pillars.
- Develop scripts, captions, taglines and brand texts across various platforms.
- Participate in brainstorming for albums, fashion, events and artist projects.
- Create moodboards and visual references for designers and video teams.
- Ensure storylines and aesthetics are consistent across all creative outputs.
- Develop strategies for platforms like IG, TikTok, YouTube, Threads, etc.
- Create weekly calendars with the Marketing team to define direction and formats.
- Refine language and content to match the brand's emotional tone and originality.
- Work closely with visual creators, editors and content producers.
- Co-approve rough cuts, drafts and creative treatments.

- Guide storytelling initiatives with clarity and artistic intent.

Qualifications:

- More than 5 years in content creation or creative direction in the entertainment or advertising and creative industries
- Experience in narrative-driven content and brand communications.
- Understanding of artist identity and fan engagement.
- Skills in video storytelling and shortform content.
- Knowledge of marketing and PR messaging.
- Strong judgment on words, tone, and visuals.
- Good in Thai and English with excellent communication

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.

#LI-JACTH

Company Description