



## PR/116792 | Digital Marketing Manager

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1549033

**Industry**

Other

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

August 5th, 2025 08:01

### 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 UI/UX, 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).

**Notice:** By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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**Company Description**