



## PR/117204 | Social Media and Content Specialist (FMCG)

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1549122

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

February 17th, 2026 07:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

None

**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: Develop creative and engaging content concepts that resonate with the target audience, ensuring they align with the brand's vision and goals. Manage key media projects from inception to completion, ensuring timely delivery and high-quality output.
- Lead social media strategy and content production: Formulate and implement comprehensive social media strategies tailored for events and athlete projects. Oversee the creation of compelling content that highlights the brand's presence and engages followers across various platforms.
- Build and maintain a network of production agencies and media professionals: Establish and nurture relationships with production agencies, media professionals, and influencers. Collaborate effectively to leverage their expertise and resources for content creation and distribution.

- Explore new platforms for brand growth through media partnerships: Identify and evaluate emerging platforms and media channels that offer potential for brand expansion. Forge strategic partnerships to enhance brand visibility and reach new audiences.
- Define and execute channel strategy for social media and digital platforms: Develop a clear and actionable strategy for each social media and digital channel. Ensure consistent messaging and branding across all platforms to maximize engagement and impact.
- Optimize social media posting and amplify content: Implement best practices for social media posting, including timing, frequency, and content type. Utilize tools and techniques to boost content visibility and engagement, ensuring it reaches the widest possible audience.
- Track performance and demonstrate social media ROI: Monitor and analyze social media metrics to assess the effectiveness of campaigns. Provide detailed reports that demonstrate the return on investment (ROI) and highlight areas for improvement.
- Develop social media content ideas and supervise production: Generate fresh and innovative content ideas that align with the brand's objectives. Oversee the production process to ensure content is created to the highest standards and delivered on time.
- Support athletes in content production and grow the Social Opinion Leader program: Assist athletes in creating engaging content that showcases their personalities and achievements. Expand the Social Opinion Leader program by identifying and nurturing influential voices within the community.
- Assist in executing consumer activations and brand campaigns: Collaborate with marketing teams to plan and execute consumer activations and brand campaigns. Ensure these initiatives are well-coordinated and effectively promote the brand to the target audience.

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.

#LI-JACTH

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## Company Description