



## PR/117294 | Marketing Director (Entertainment)

### Job Information

**Recruiter**[JAC Recruitment Thailand](#)**Job ID**

1549157

**Industry**

Amusement, Entertainment

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

August 5th, 2025 11:01

### 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 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.

#LI-JACTH

**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.

Privacy Policy Link: <https://www.jac-recruitment.th/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.th/terms-of-use>

---

**Company Description**