



## PR/117565 | Marketing Director (Education)

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1549417

**Industry**

Education

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

February 4th, 2026 03:00

### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

None

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

Our client is a private university.

The Head of Marketing will lead marketing to make the university a top choice for students in Asia and beyond. This role involves creating and managing marketing strategies.

The ideal candidate should be a strategic thinker with leadership skills and knowledge of both traditional and digital marketing in education. They should be passionate about education and able to attract both international and domestic students.

### Job Responsibilities

- Develop and implement a plan to support university's goal of becoming a regional leader in higher education.
- Maintain and enhance university's brand across all platforms.
- Conduct research to identify trends and opportunities.
- Lead and mentor the marketing team.
- Ensure consistent messaging and visual identity.

- Track and analyze marketing performance.
- Manage marketing budgets and oversee relationships with external agencies and vendors.
- Design and run campaigns to recruit students from both domestic and international markets.
- Work with academic faculties, Admissions and International Affairs to promote key program

#### Requirements

- Bachelor's in marketing, Communications or related field.
- More than 7 years of marketing experience with more than 3 years in a leadership role, ideally in education or a mission-driven organization.
- Expertise in digital marketing, content strategy and recruiting international students.
- Proven track record in leading campaigns and brand development.
- Strong leadership, communication and collaboration skills.
- 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

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#### Company Description