



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

September 30th, 2025 13:00

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