



PR/123132 | Country Head of Marketing Planner (Expatriate – Mandarin Speaker)

Job Information

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

1553276

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Indonesia

Salary

Negotiable, based on experience

Refreshed

July 29th, 2025 10:36

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

Must-Have Requirements:

- Expatriate
- Fluent in Mandarin and English
- Background in the smartphone industry
- Willing to be based in Jakarta, Indonesia

A leading smartphone brand is looking for a Country Head of Marketing Planner to lead end-to-end media planning and strategy for impactful campaigns across all channels.

Qualifications:

- **7+ years of experience** in developing & executing integrated marketing campaigns with proven results in smartphone industry.

- **Proficiency in marketing analytics tools** & platforms to track performance & measure ROI.
 - **Familiar with SEM & SEO** best practices for digital campaigns.
 - Experience managing cross-functional teams & leading projects from start to finish.
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- **Deep understanding of social platforms**, content trends, algorithm optimization, and audience engagement strategies.

Key Responsibilities:

- Own a specific product & craft a comprehensive product marketing strategy.
- Analyze market trends, customer insights, and competitors to shape marketing initiatives.
- Plan & execute integrated marketing campaigns to boost awareness, acquisition, and retention.
- Manage product marketing budget to maximize ROI & achieve objectives.
- Track & analyze KPIs to measure effectiveness & optimize strategies.

Think you tick all the boxes? Great!

After applying, **send me a DM on LinkedIn (Milysa Tjandra)** with a quick note on why you're the best fit for this role.

Your next big career move starts here!

#LI-JACID

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