



## PR/117762 | Marketing Specialist (Financial services)

### Job Information

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

1553337

**Industry**

Audit, Tax Accounting

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

August 12th, 2025 01:00

### 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 leading financial services provider specializing in digital asset investment and portfolio management.

Salary: 80,000 – 120,000 THB

Location: Bkk inner city

### Responsibilities

- Develop and execute marketing strategies to drive growth and customer acquisition.
- Lead strategic partnerships and market intelligence initiatives.
- Manage digital media campaigns and optimize performance across channels.
- Plan and run integrated campaigns and events to boost engagement.
- Oversee content and social media, applying SEO to increase visibility.
- Handle marketing budget and ensure ROI.
- Ensure compliance with marketing processes and regulations.

## Qualifications

- 5+ years in financial services marketing, especially digital acquisition.
- Bachelor's degree or higher in a related field.
- Passion or experience in digital assets is a plus.
- Strong understanding of Thai customer trends in financial products.
- Familiar with tools like Facebook Business Manager, Google Ads, Analytics, LINE OA.
- Proficient in English; strong analytical and communication skills.

Interested candidate, please submit your most recent resume in English (Word format) by simply clicking "APPLY NOW"

JAC Recruitment Ltd.

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Contact: Napaphach – MNC Team

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## Company Description