



## PR/117642 | Digital Marketing Manager

### Job Information

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

1556209

**Industry**

Automobile and Parts

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

August 26th, 2025 10:09

### 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 leading multinational corporation known for manufacturing motorcycles and automobiles. The company has multiple manufacturing facilities, operates worldwide, and is dedicated to safety features and environmental requirements.

**Location:** Bangkok.

**Responsibilities:**

- Oversee LINE OA account management, including calendar coordination, content preparation, and fundamental activities.
- Work along with the agency to develop and implement lead acquisition strategies on LINE OA, including content creation, performance analysis, and nurturing path design.
- Management of websites, hosting, creation and carry out strategic plans.
- Oversee and collaborate with an agency or supplier to implement new features for the website.
- Examine data collecting and site traffic.
- Make sure that every lead touchpoint complies with PDPD.
- Work together across functional boundaries to guarantee timely preparedness and accurate material in real-time dashboards.

- Analyze data and create internal real-time dashboards.
- Examine website traffic, customer behavior, and visualization. Examine the acquisition of known profiles on CDP and its visualization.
- Analyze and assess the performance of lead acquisition and nurturing. Create and implement AI use cases for performance analysis and lead creation. with examine the performance of AI models.
- Examine search terms and SEO results to create SEO tactics that will get you top search results.

**Qualifications:**

- Bachelor's or Master's degree in Marketing, Digital Marketing, Computer Science, Engineering, Statistics, Management Information Systems (MIS), Information Technology (IT) or related fields.
- At least two years of expertise in websites, data analysis, digital marketing, or innovation project management.
- A solid grasp of SEO tactics and website administration.
- Knowledge of the LINE journey design and OA platform.
- Skilled at evaluating data from marketing initiatives and websites.
- Proficiency with dashboard applications like Tableau, Power BI, and Qlik Sense.
- Knowledge of marketing technology solutions like GA4, DAM (Digital Asset Management), and CDP systems, among others.
- A basic understanding of artificial intelligence and how it is used to generate leads.
- Understanding of the PDPA and PDPD data privacy regulations
- Website development or UX/UI design experience is regarded as advantageous.

**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**