



PR/118085 | Marketing Manager

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1562425

Industry

Tourism

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

December 2nd, 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

Position: Marketing Manager

Salary: 100,000 – 150,000THB +/- (Negotiable)

Location: Bts Phrom Phong

Our client is a prominent Online Travel Agency (OTA), and is the travel-booking arm of the larger Japanese technology conglomerate.

Responsibilities:

- Develop the local marketing strategy and grow the business and brand in Thailand.
- Develop and execute various end-to-end marketing campaigns such as brand advertising, through online and offline advertising channels, social media, PR and CRM communications.
- Collaborate with central teams to execute and optimize integrated marketing campaigns via different formats, including performance marketing, design, ecommerce, tech, finance, data and operation teams.

- Look after and develop strategy for social media channels, members acquisition and re-engagement campaigns.
- Optimize the budget to reach KPI and maximize ROI.
- Monitor campaign performance and generate reports with detailed analysis.
- Regular market research and competitor analysis for developing content strategies.
- Liaise with external and internal agencies and partners, assist in operational and administrative tasks.
- Manage ad hoc promotions and requests with efficiency.

Qualifications:

- 5+ years of related experience, with great knowledge of the tourism industry, e-commerce, CRM, and social media platforms.
- Hands-on experience with planning, executing, and optimizing performance marketing, including but not limited to SEM, social, display, and programmatic ads.
- Analytical thinker with a data-driven approach to decision-making.
- Excellent communication and interpersonal skills with proven experience managing multiple projects and tasks, and managing relations with internal and external partners.
- Deep knowledge of the Thailand market landscape and consumer behaviors.

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