



PR/118561 | Affiliate and KOLs Team Lead

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1566548

Industry

Healthcare, Nursing

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

January 6th, 2026 10:01

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Affiliate, KOLs & Live Management Team Lead

Location: Pak Kret, Chaeng Wattana

Industry: Health supplements

Salary: 40,000 – 70,000 THB (Negotiable)

Requirements

- Manage and strengthen relationships with Affiliates, KOLs, Media Agencies, and Communities to increase brand awareness and drive sales.
- Identify and recruit potential KOLs/Affiliate partners; provide training, resources, and ongoing support.
- Analyze performance data for Affiliates, KOLs, and Live Streaming to identify trends and optimize campaigns.
- Develop and execute strategies for Affiliate, KOL, and Live-streaming platforms aligned with business goals.
- Manage campaigns on TikTok, Facebook Live, Shopee/Lazada, and Instagram; benchmark competitors and evaluate influencer performance.

- Oversee budgets, stock tracking, ROI analysis, and monthly reporting.

Qualifications

- Bachelor's or Master's degree in Marketing, Digital Marketing, Communications, Business Administration, or related field.
- Minimum 5 years of experience in digital marketing or communications, preferably in retail or health supplements.
- Strong understanding of KOL, Affiliate, and Live Streaming marketing principles and best practices.
- Hands-on experience with affiliate marketing platforms, influencer networks, and tracking tools.
- Familiarity with performance marketing metrics and KPIs.
- Strategic thinker with strong analytical skills, leadership ability, and excellent communication and presentation skills.

Interested candidate, please send your resume in English (Word format only) along with your recent photo and expected salary to us via this post.

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#citybangkok

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Company Description