



PR/118712 | IT Product Promotion

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1570738

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

January 27th, 2026 09:01

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

We are looking for a skilled and strategic Marketing Communications Specialist to lead integrated marketing initiatives for the Thai IT market.

Responsibilities:

- Develop and execute end-to-end marketing communication strategies for the Thai IT market in alignment with regional teams.
- Oversee planning, production, and quality control of marketing content, advertisements, and promotional materials.
- Define target audiences and develop clear messaging and storytelling approaches.
- Manage PR, advertising agencies, and production vendors to deliver effective campaigns and media coverage.
- Track campaign performance, generate insights, and implement improvements to optimize marketing effectiveness.

Qualifications:

- Proficiency in **Japanese with business-level English communication** skills.
- 3+ years of hands-on experience in marketing communications.
- Strong skills in audience targeting, message development, and media planning.
- Experience directing digital advertising and content production (web pages, product catalogs, videos, etc.).
- Understanding of web marketing and basic knowledge of web technologies (e.g., ability to read HTML source code).

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

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Company Description