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JAC Recruitment Thailand

PR/118737 | Marketing Communications Strategy Manager

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1570761

Industry

Tourism

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

January 27th, 2026 10:01

General Requirements

Minimum Experience Level

Over 6 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

Responsibilities:

- Develop and execute annual marketing strategies aligned with business objectives.
- Identify target customer segments and craft tailored marketing approaches.
- Oversee brand identity, storytelling, and creative content across all channels.
- Manage digital marketing performance, website content, analytics, SEO, CRM, and eDM.
- Lead social media strategy and ensure consistent messaging across platforms.
- Build partnerships with influencers, media, and local communities, and support PR initiatives.
- Coordinate seasonal campaigns, promotions, and on-site events with cross-functional teams.
- Monitor KPIs, analyze insights, benchmark competitors, and optimize marketing performance.
- Lead, mentor, and support the on-site marketing team while collaborating with external agencies.

Qualifications:

- At least 6 years of experience in hospitality or lifestyle marketing, including at least 2 years in a managerial role.
- Strong expertise in integrated marketing strategy, digital performance optimization, SEO, and content development.
- Outstanding storytelling ability with strong writing and visual communication skills.
- Data-driven mindset with excellent analytical and problem-solving capabilities.
- Bilingual in Thai and English, with the ability to adapt communication effectively across diverse audiences.
- Proven ability to manage multiple projects simultaneously and collaborate seamlessly across departments.
- Experience with boutique, lifestyle, or resort brands is an added advantage.

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Company Description