



PR/119377 | KOL & Influencer Executive

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1584445

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

April 14th, 2026 05:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Basic

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Key Responsibilities

- Discover, engage, and maintain strong working relationships with KOLs, KOCs, and media partners across Thailand.
- Own and manage the entire booking workflow, from candidate identification and negotiation to campaign planning, execution, and ongoing partnership management.
- Coordinate and track booking activities to ensure campaigns are delivered on time and to a high standard.
- Maintain an up-to-date booking pipeline, monitor deal progress, and provide regular status updates and reports to the Country Manager and Booking Lead.
- Review and evaluate booking performance, including revenue results and ROI, and recommend improvements to enhance campaign effectiveness.

Qualifications

- Bachelor's degree in Marketing, Communications, Business Administration, or a related discipline.
- At least 2 years of hands-on experience in influencer booking, partnership coordination, or influencer marketing, ideally within a startup or fast-growing business environment.
- Excellent English communication skills are required.
- Strong knowledge of the Thai influencer, KOL, and KOC landscape.
- Proven ability in stakeholder communication, negotiation, budget handling, and performance analysis.
- A self-driven and adaptable attitude, with the ability to thrive in a fast-paced environment and manage pressure effectively.

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Company Description