



## 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**

May 26th, 2026 16:01

### 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.

**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