



## PR/119380 | Digital Marketing Specialist (Restaurant Chain)

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1584448

**Industry**

Restaurant, Food Service

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

April 28th, 2026 14:00

### 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

**Job Description:**

- Develop and execute digital marketing strategic plans aligned with brand and business objectives.
- Plan, manage, and optimize digital marketing campaigns across key platforms (e.g. social media, online advertising, delivery platforms, website, CRM).
- Work closely with external digital and creative agencies to ensure effective campaign execution and brand consistency.
- Manage and control digital marketing budgets, including media spend, agency fees, and campaign ROI.
- Analyze campaign performance, consumer insights, and digital data to improve effectiveness and efficiency.
- Plan digital initiatives to support store launches, promotions, seasonal campaigns, and new menu rollouts.
- Monitor digital trends, competitors, and consumer behavior within the restaurant / food service industry.

- Prepare performance reports, insights, and recommendations for management.

**Qualification:**

- Bachelor's degree in Marketing, Business Administration, Digital Marketing, or related fields.
- Minimum 3–5 years of experience in Digital Marketing, ideally within restaurant chain, QSR, FMCG, retail, or consumer-driven businesses.
- Experience working with restaurant chains or multi-branch businesses is highly preferred.
- Hands-on experience in budget planning, monitoring, and optimization.
- Strong analytical skills with the ability to interpret campaign data and consumer insights.
- Good understanding of online-to-offline customer journeys and performance marketing.
- Strong communication and stakeholder management skills.
- Proficient in English communication.

**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