



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

May 26th, 2026 16:01

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.

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Company Description