JAC Recruitment

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JAC Recruitment Thailand

PR/120708 | Digital Marketing Lead

Job Information

Recruiter
JAC Recruitment Thailand

Job ID
1621222

Industry
Healthcare, Nursing

Job Type
Permanent Full-time

Location
Thailand

Salary
Negotiable, based on experience

Refreshed
November 3rd, 2026 10:59

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Basic Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

The Digital Marketing Lead will lead digital advertising and performance marketing activities across multiple channels. The role involves managing a team, optimizing campaign effectiveness, overseeing media buying operations, and driving data-driven strategies to support business growth and achieve marketing objectives.

Responsibilities

- Lead and develop a team of Media Buyers.
- Manage paid advertising campaigns across Meta, Google, and TikTok.
- Monitor campaign performance and optimize ROI.
- Oversee digital marketing operations, tracking, and analytics.
- Manage advertising accounts, access control, and platform compliance.

- Review advertising budgets and spending efficiency.
- Support e-commerce and marketplace marketing initiatives.
- Coordinate LINE marketing activities and other digital channels.
- Analyze results and provide performance reports to management.

Requirements

- Bachelor's degree in any field.
- Minimum 5 years of experience in Digital Marketing and Media Buying.
- Strong hands-on experience with Meta Ads, Google Ads, and TikTok Ads.
- At least 2 years of team leadership experience.
- Strong knowledge of digital advertising, campaign optimization, and performance tracking.
- Experience managing advertising accounts and resolving platform issues.
- Analytical mindset with strong problem-solving skills.
- Good command of English.
- Experience in D2C, e-commerce, health & wellness, or consumer products is a plus.

About the Company

A growing company in the health and wellness industry, operating through digital and e-commerce channels to deliver consumer-focused products and services.

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Company Description