

PR/120735 | Marketing Specialist Staff

Job Information

Recruiter
JAC Recruitment Thailand

Job ID
1621749

Industry
Other (Manufacturing)

Job Type
Permanent Full-time

Location
Thailand

Salary
Negotiable, based on experience

Refreshed
November 10th, 2026 11:17

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

The Marketing Specialist Staff role supports marketing and business growth initiatives through campaign management, market research, and data-driven insights.

Responsibilities

- Plan and execute online and offline marketing campaigns to support branding and business growth.
- Coordinate with sales teams, internal stakeholders, and external vendors to deliver marketing activities.
- Conduct market research, competitor analysis, and industry trend monitoring.
- Develop marketing strategies and provide recommendations to support sales objectives.
- Manage social media, digital marketing, SEO/SEM, email marketing, and content creation initiatives.
- Analyze campaign performance and prepare reports using marketing and CRM tools.

- Monitor customer journeys and optimize marketing activities to improve effectiveness.
- Collect and interpret market, customer, and competitor data to identify business opportunities.

Requirements

- Bachelor’s degree in Marketing, Communications, or a related field.
- At least 3 years of experience in marketing, digital marketing, or market research.
- Experience in the electronics industry is an advantage.
- Knowledge of marketing strategy, market analysis, and campaign management.
- Experience with social media platforms, SEO/SEM, and digital marketing tools.
- Proficiency in Microsoft Excel and PowerPoint.
- Good command of English (TOEIC 700+ preferred).
- Strong analytical, communication, presentation, and stakeholder management skills.
- Well-organized, detail-oriented, and able to manage multiple projects effectively.

About the Company

A leading international company in the electronics industry, providing advanced components, technologies, and business solutions to customers across various sectors. The organization operates as part of a global network and offers opportunities to work in a dynamic, innovation-driven environment with regional collaboration and market exposure.

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Company Description