CareerCross by JAC Recruitment

PR/117294 | Marketing Director (Entertainment)

募集職種

人材紹介会社
ジェイ エイ シー リクルートメント タイランド

求人ID
1540456

業種
アミューズメント・エンターテイメント

雇用形態
正社員

勤務地
タイ

給与
経験考慮の上、応相談

更新日
2025年05月20日 12:18

応募必要条件

職務経験
3年以上

キャリアレベル
中途経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
ビジネス会話レベル

最終学歴
短大卒： 準学士号

現在のビザ
日本での就労許可は必要ありません

募集要項

Our client is a startup in the entertainment industry.

The Marketing Director will enhance company brand, campaigns and partnerships globally. This role requires a strategic thinker who can manage creative marketing across fashion, music, and cultural products, while focusing on data-driven growth, digital performance, and fan engagement.

Key Responsibilities:

- Develop company brand identity and global positioning.

- Plan and execute marketing campaigns for various events and product launches.
- Oversee digital marketing channels and optimize growth and fan engagement.
- Create fan-driven campaigns and monitor fan behavior to strengthen relationships.

- Establish partnerships with brands, platforms, and artists, and collaborate with PR agencies.
- Lead brand strategy and creative marketing campaigns.
- Manage digital performance across key channels (FB, TikTok, Google).
- Build community and fan engagement programs.
- Develop marketing partnerships with artists and global brands.
- Oversee campaign timelines, budgets, and team execution.

Qualifications:

- 7–10 years in senior marketing roles in creative industries (music, entertainment, media or fashion).
- Proven success in cross-platform campaigns.
- Understanding of youth culture and brand storytelling.
- Strong leadership and team management skills.
- Experience with talent and cultural influencers.
- Global marketing experience.
- Digital product marketing expertise.
- Knowledge of analytics, CRM and community-building tech.
- Fluent in Thai and English.

If you are interested, click APPLY NOW. Please note that only shortlisted candidates will be contacted due to the high number of applicants. Thank you for understanding.

#LI-JACTH

会社説明