



## 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

1549157

#### 業種

アミューズメント・エンターテインメント

#### 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07月08日 17:07

### 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

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会社説明