



PR/117565 | Marketing Director (Education)

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

1549417

業種

教育・学校

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09月30日 13:00

応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

無し

日本語レベル

無し

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 private university.

The Head of Marketing will lead marketing to make the university a top choice for students in Asia and beyond. This role involves creating and managing marketing strategies.

The ideal candidate should be a strategic thinker with leadership skills and knowledge of both traditional and digital marketing in education. They should be passionate about education and able to attract both international and domestic students.

Job Responsibilities

- Develop and implement a plan to support university's goal of becoming a regional leader in higher education.
- Maintain and enhance university's brand across all platforms.
- Conduct research to identify trends and opportunities.
- Lead and mentor the marketing team.
- Ensure consistent messaging and visual identity.

- Track and analyze marketing performance.
- Manage marketing budgets and oversee relationships with external agencies and vendors.
- Design and run campaigns to recruit students from both domestic and international markets.
- Work with academic faculties, Admissions and International Affairs to promote key program

Requirements

- Bachelor's in marketing, Communications or related field.
- More than 7 years of marketing experience with more than 3 years in a leadership role, ideally in education or a mission-driven organization.
- Expertise in digital marketing, content strategy and recruiting international students.
- Proven track record in leading campaigns and brand development.
- Strong leadership, communication and collaboration skills.
- 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