



## PR/123132 | Country Head of Marketing Planner (Expatriate – Mandarin Speaker)

### 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インドネシア

#### 求人ID

1553276

#### 業種

デジタルマーケティング

#### 雇用形態

正社員

#### 勤務地

インドネシア

#### 給与

経験考慮の上、応相談

#### 更新日

2025年07月29日 10:36

### 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

#### **Must-Have Requirements:**

- Expatriate
- Fluent in Mandarin and English
- Background in the smartphone industry
- Willing to be based in Jakarta, Indonesia

A leading smartphone brand is looking for a Country Head of Marketing Planner to lead end-to-end media planning and strategy for impactful campaigns across all channels.

#### **Qualifications:**

- **7+ years of experience** in developing & executing integrated marketing campaigns with proven results in smartphone industry.

- **Proficiency in marketing analytics tools** & platforms to track performance & measure ROI.
  - **Familiar with SEM & SEO** best practices for digital campaigns.
  - Experience managing cross-functional teams & leading projects from start to finish.
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- **Deep understanding of social platforms**, content trends, algorithm optimization, and audience engagement strategies.

**Key Responsibilities:**

- Own a specific product & craft a comprehensive product marketing strategy.
- Analyze market trends, customer insights, and competitors to shape marketing initiatives.
- Plan & execute integrated marketing campaigns to boost awareness, acquisition, and retention.
- Manage product marketing budget to maximize ROI & achieve objectives.
- Track & analyze KPIs to measure effectiveness & optimize strategies.

Think you tick all the boxes? Great!

After applying, **send me a DM on LinkedIn (Milysa Tjandra)** with a quick note on why you're the best fit for this role.

Your next big career move starts here!

#LI-JACID

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会社説明