



PR/118085 | Marketing Manager

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

1562425

業種

旅行・観光

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12月02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

Position: Marketing Manager

Salary: 100,000 – 150,000THB +/- (Negotiable)

Location: Bts Phrom Phong

Our client is a prominent Online Travel Agency (OTA), and is the travel-booking arm of the larger Japanese technology conglomerate.

Responsibilities:

- Develop the local marketing strategy and grow the business and brand in Thailand.
- Develop and execute various end-to-end marketing campaigns such as brand advertising, through online and offline advertising channels, social media, PR and CRM communications.
- Collaborate with central teams to execute and optimize integrated marketing campaigns via different formats, including performance marketing, design, ecommerce, tech, finance, data and operation teams.

- Look after and develop strategy for social media channels, members acquisition and re-engagement campaigns.
- Optimize the budget to reach KPI and maximize ROI.
- Monitor campaign performance and generate reports with detailed analysis.
- Regular market research and competitor analysis for developing content strategies.
- Liaise with external and internal agencies and partners, assist in operational and administrative tasks.
- Manage ad hoc promotions and requests with efficiency.

Qualifications:

- 5+ years of related experience, with great knowledge of the tourism industry, e-commerce, CRM, and social media platforms.
- Hands-on experience with planning, executing, and optimizing performance marketing, including but not limited to SEM, social, display, and programmatic ads.
- Analytical thinker with a data-driven approach to decision-making.
- Excellent communication and interpersonal skills with proven experience managing multiple projects and tasks, and managing relations with internal and external partners.
- Deep knowledge of the Thailand market landscape and consumer behaviors.

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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会社説明