



JAC Recruitment

タイの求人なら
JAC Recruitment Thailand

CR/118263 | Senior Marketing Officer

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

1565008

業種

教育・学校

雇用形態

契約

勤務地

タイ

給与

経験考慮の上、応相談

更新日

2025年11月11日 11:01

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

Key Responsibilities:

- Understand individual family needs and tailor admissions experiences to drive high conversion rates from enquiry to enrolment.
- Build strong relationships with prospective families, lead school tours, and represent the school at events.
- Design and execute targeted marketing campaigns across digital and traditional channels to attract diverse audiences.
- Lead digital marketing efforts including Google Ads, Facebook Ads, LINE Ads, SEO/SEM, and email marketing.
- Collaborate with school leadership, teachers, and IT to enhance internal communications and deliver personalized parent updates.
- Support strategic marketing planning, identify new recruitment markets, and ensure consistent branding across platforms.
- Organize major school events and support Parent/Teacher Organization initiatives.
- Manage the marketing and communications budget to ensure cost-effective execution.
- Engage with external stakeholders to build meaningful partnerships and promote the school's mission.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Over 5 years of experience in admissions, marketing, or communications, ideally in an educational environment.

- Strong communication, relationship-building, and project management skills.
- Proficiency in digital marketing tools and platforms (e.g., Google Ads, Facebook Ads, SEO/SEM, email marketing).

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.

Privacy Policy Link: <https://www.jac-recruitment.th/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.th/terms-of-use>

会社説明