



PR/118737 | Marketing Communications Strategy 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

1570761

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

2026年02月10日 10:01

応募必要条件

職務経験

6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

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

Responsibilities:

- Develop and execute annual marketing strategies aligned with business objectives.
- Identify target customer segments and craft tailored marketing approaches.
- Oversee brand identity, storytelling, and creative content across all channels.
- Manage digital marketing performance, website content, analytics, SEO, CRM, and eDM.
- Lead social media strategy and ensure consistent messaging across platforms.
- Build partnerships with influencers, media, and local communities, and support PR initiatives.
- Coordinate seasonal campaigns, promotions, and on-site events with cross-functional teams.
- Monitor KPIs, analyze insights, benchmark competitors, and optimize marketing performance.
- Lead, mentor, and support the on-site marketing team while collaborating with external agencies.

Qualifications:

- At least 6 years of experience in hospitality or lifestyle marketing, including at least 2 years in a managerial role.
- Strong expertise in integrated marketing strategy, digital performance optimization, SEO, and content development.
- Outstanding storytelling ability with strong writing and visual communication skills.
- Data-driven mindset with excellent analytical and problem-solving capabilities.
- Bilingual in Thai and English, with the ability to adapt communication effectively across diverse audiences.
- Proven ability to manage multiple projects simultaneously and collaborate seamlessly across departments.
- Experience with boutique, lifestyle, or resort brands is an added advantage.

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会社説明