



## PR/119380 | Digital Marketing Specialist (Restaurant Chain)

### 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

1584448

#### 業種

レストラン・フードサービス

#### 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04月14日 05:00

### 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

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

#### Job Description:

- Develop and execute digital marketing strategic plans aligned with brand and business objectives.
- Plan, manage, and optimize digital marketing campaigns across key platforms (e.g. social media, online advertising, delivery platforms, website, CRM).
- Work closely with external digital and creative agencies to ensure effective campaign execution and brand consistency.
- Manage and control digital marketing budgets, including media spend, agency fees, and campaign ROI.
- Analyze campaign performance, consumer insights, and digital data to improve effectiveness and efficiency.
- Plan digital initiatives to support store launches, promotions, seasonal campaigns, and new menu rollouts.
- Monitor digital trends, competitors, and consumer behavior within the restaurant / food service industry.

- Prepare performance reports, insights, and recommendations for management.

**Qualification:**

- Bachelor's degree in Marketing, Business Administration, Digital Marketing, or related fields.
- Minimum 3–5 years of experience in Digital Marketing, ideally within restaurant chain, QSR, FMCG, retail, or consumer-driven businesses.
- Experience working with restaurant chains or multi-branch businesses is highly preferred.
- Hands-on experience in budget planning, monitoring, and optimization.
- Strong analytical skills with the ability to interpret campaign data and consumer insights.
- Good understanding of online-to-offline customer journeys and performance marketing.
- Strong communication and stakeholder management skills.
- Proficient in English communication.

**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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