JAC Recruitment

タイの求人なら
JAC Recruitment Thailand

PR/120708 | Digital Marketing Lead

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
1621222

業種
福祉・介護

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11月17日 08:00

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
基礎会話レベル

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

The Digital Marketing Lead will lead digital advertising and performance marketing activities across multiple channels. The role involves managing a team, optimizing campaign effectiveness, overseeing media buying operations, and driving data-driven strategies to support business growth and achieve marketing objectives.

Responsibilities

- Lead and develop a team of Media Buyers.
- Manage paid advertising campaigns across Meta, Google, and TikTok.
- Monitor campaign performance and optimize ROI.
- Oversee digital marketing operations, tracking, and analytics.
- Manage advertising accounts, access control, and platform compliance.

- Review advertising budgets and spending efficiency.
- Support e-commerce and marketplace marketing initiatives.
- Coordinate LINE marketing activities and other digital channels.
- Analyze results and provide performance reports to management.

Requirements

- Bachelor's degree in any field.
- Minimum 5 years of experience in Digital Marketing and Media Buying.
- Strong hands-on experience with Meta Ads, Google Ads, and TikTok Ads.
- At least 2 years of team leadership experience.
- Strong knowledge of digital advertising, campaign optimization, and performance tracking.
- Experience managing advertising accounts and resolving platform issues.
- Analytical mindset with strong problem-solving skills.
- Good command of English.
- Experience in D2C, e-commerce, health & wellness, or consumer products is a plus.

About the Company

A growing company in the health and wellness industry, operating through digital and e-commerce channels to deliver consumer-focused products and services.

#LI-JACTH
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