



JAC Recruitment

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Thailand

PR/116708 | Regional Digital Marketing Supervisor

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1521653

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

April 22nd, 2025 01:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client is one of the famous companies and manufactures in consumer goods

Salary: 50,000 - 80,000 THB +/- (Negotiable)

Location: Bkk, Silom

Responsibility

- **Media Buying & Planning:** Develop and execute strategic media plans, oversee digital media buying, and manage vendor relationships to achieve regional marketing goals.
- **Creative Strategy & Execution:** Collaborate with creative teams to develop tailored ad content, align creatives with audience insights, and conduct testing to identify high-performing elements.

- **Performance Marketing & Media Optimization:** Monitor and optimize campaigns in real-time, leverage analytics for insights, and implement retargeting and audience segmentation strategies.
- **Marketing Technology & Automation:** Manage marketing technology platforms, stay updated on martech advancements, and ensure seamless integration with tracking and reporting systems.
- **Media and Marketing Agency Management:** Coordinate and manage agency relationships, review proposals, and provide feedback to optimize outcomes.
- **Reporting & Insights:** Provide detailed campaign performance reports, use data to inform strategies, and stay informed about industry trends and competitor activities

Qualifications:

- Bachelor's degree in Marketing, Advertising, Business, or related field.
- 3–5 years of digital marketing experience, focusing on media buying, planning, and performance optimization.
- Preferred: Experience in regional teams or agencies.
- Strong knowledge of media buying and programmatic advertising (Google, Meta, LinkedIn, etc.).
- Familiarity with martech tools (WordPress, HubSpot, Salesforce, Marketo, Pardot, CDPs).
- Proficiency in analytics tools (Google Analytics, Adobe Analytics).
- Experience with marketing automation, A/B testing (Optimizely, VWO), and retargeting tools.

Interested candidate, please send your resume in English (Word format only) along with your recent photo and expected salary to us by click **APPLY**

JAC Personnel Recruitment Ltd

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Time: 9.00 am - 6.00 pm

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#citybangkok

Company Description