



PR/116792 | Digital Marketing 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

1523468

業種

その他

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2025年02月25日 10:33

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

ビジネス会話レベル

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

Our client is a leading the fashion industry by consistently innovating on one's own to establish three firm bases: "Brand Business," "Digital Business" and "Platform Business."

Location: Bangkok.

Responsibilities

- Create and carry out planning, analysis, reporting, and improvement for digital marketing promotion, including Web/SNS advertising and SNS operation.
- Oversee all marketing and communication across all platforms [online, offline, and social media] with the goal of increasing brand recognition
- Managing a third-party digital marketing vendor [planning, ordering, checking, and improving]
- Organize data analysis, reporting, and store promotion
- Produce POP and additional promotional materials.
- Improve customer satisfaction with efficient CRM tactics for both the shop and EC.
- Oversee the daily activities of the online sales department, such as product presentation, inventory control, order processing (including pick-and-pack), and reporting.
- Develop CRM application brand, enhance UIUX, and manage PUSH notifications and coupons. Manage HP banners and landing pages.

- Any additional ad hoc tasks that managers delegate

Qualifications:

- Bachelor's degree graduation or related fields
- Strong English communication skills (both speaking and writing).
- Over 5 years of working experience in retail (Preferred experience in Fashion industry).
- Over 5 years of working experience of Marketing/Digital marketing and EC operation.
- Experience in marketing tools/software (Google Analytics, Photoshop, Illustrator).

会社説明