

Title: Marketing Operations Analyst
Department: Marketing
Employment Status: Regular Full-Time

Summary

As a Marketing Operations Analyst, you will ensure our marketing department makes smart decisions based on data, not assumptions, and that our assumptions are properly tested. You will establish processes and conduct data analysis that will be used to inform strategic decisions and measure the effectiveness of marketing programs, channels, and promotions. You will be working in a fast-paced environment managing multiple projects at once in collaboration with stakeholders from across the company.

Responsibilities

- Manage technical aspects of key marketing systems (marketing automation, CRM, etc, as well as to extract information from the Revel POS database API) used to inform marketing decision making process.
- Create and maintain metrics reports on marketing and sales activities and effectiveness and business impact.
- Analyze marketing and sales data to develop insights and make recommendations on, and to measure the ROI of, marketing programs and promotions.
- Evaluate new technologies and add-on applications to improve and optimize marketing team performance.

Requirements

- BA/BS or equivalent working experience.
- Strong analytical skills (including mastery of Microsoft Excel) and experience with reporting and data analysis.
- Experience with analytic techniques and web analytics technologies.
- Ability to manage multiple projects at the same time in a fast-paced environment.
- Technically capable, excellent communicator, and a desire to improve processes.
- Experience in development (or managing development) of applications to access data through website API's a big plus.
- Strong verbal and written language skills in both English and Thai.

Title: Marketing Specialist
Department: Marketing
Employment Status: Regular Full-Time

Summary

We are seeking a digitally savvy, experienced marketing mind who can help our marketing team keep our company and brands focused on the customer experience and ahead of the competition. This role requires strong organizational skills and a keen eye for details as well as experience in multiple areas, including social media marketing, PR, event planning know-how, thought leadership, content creation, and relationship management.

Responsibilities

- Responsible for contributing to the creation of marketing plans for your assigned brand and the successful implementation of that marketing plan.
- Ability to collaborate with creative team to produce a wide range of high quality marketing collateral. (In store, owned web, social media, direct marketing, events / trade shows).
- Regular and meaningful reporting on the success (ROI) of the marketing initiatives undertaken.
- Conduct regular competitive research on other products and companies in our industry.
- Ability to craft and conduct customer surveys to gather data and insights.
- Inform the marketing, sales, and customer support teams about our customer behaviors and buying preferences and patterns through data analysis.
- Support creative team in developing fresh ideas/content for company websites, blogs & email marketing.
- Manage internal and external resources to ensure that all projects are delivered on time and to agreed budget.
- Some branch visits to ensure all local marketing is fully compliant with agreed company brand standards.

Requirements

- Female age above 27 years, Thai nationality.
- Master's Degree in Business Administration and Marketing are an advantage.
- At least 3 - 5 years in marketing role to support the above.
- Ability to demonstrate a clear understanding of marketing and a genuine enthusiasm for the Luxury Lifestyle / Hospitality industry.
- Excellent written and verbal communication skills including proof-reading in both English and Thai.
- Proven marketing communications skills.
- Creative thinker but able to use a structured approach, delivering on time and within budget.
- Computer literacy (PC or Mac) with STRONG Excel skills.
- Past experience conducting research reports, including the methodology, survey writing and fulfillment, and writing reports and studies.

- Strong verbal and written language skills in both English and Thai.

Title: Senior Creative Designer
Department: Marketing
Employment Status: Regular Full-Time

Summary

We are seeking a creative designer to lead the creation of all graphic and website design, video, animation, photography, and promotional assets in support of our brand and owned properties. You are a creative force with a strong portfolio and deep creative skills who can work across many teams and understand the nuances of daily project management. Further, you can translate concepts easily to all stakeholders to sell in ideas, in both English and Thai.

Responsibilities

- Establish, and ensure, consistency and integrity behind our company's brands and brand guidelines.
- Lead the design team, establishing processes for ideation, stakeholder approvals, and implementation of projects.
- Build and strengthen the company's creative team and its workflow to build a top-notch operation.
- Manage a production calendar and the team responsible for hitting those deadlines.
- Collaborate with company leaders, marketing teammates, and other key stakeholders on all projects.
- Scope and create templates for our marketing team to be more efficient in some of their posting on social media, the blog, email, and other channels.
- Manage other design needs such as presentations, signage, and trade show collateral as needed.

Requirements

- BA/BS or equivalent working experience.
- Strong written and spoken language skills in Thai and English.
- 5+ years' experience in design, project management, and/or in an in-house or agency creative position.
- Expert level proficiency with Adobe Creative Suite, specifically Photoshop, Illustrator, and In Design.
- A strong portfolio of work either as an in-house designer or at a marketing agency. We require work samples to apply for this position.
- Experienced in development, or managing development, of web sites for consumers. Experience using WordPress, and/or experience with Food & Beverage / Lifestyle brands a plus.
- Excellent eye for design and typography and the ability to deliver constructive feedback on projects to the creative team.
- Great communicator, both in conveying design best practices and project details/ideas across all levels of the company, including the executive team.
- Ability to demonstrate a genuine enthusiasm for the Luxury Lifestyle / Hospitality industry.