

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.