

Job title	Digital Marketing Specialist (Device Business)
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Mission

JB Monster is the largest referral network in Asia which specializes in referrals to open jobs with top companies in the region. We pay up to \$10,000 USD for every successful placement which is hired.

Job Description

We work with the top companies in the world and offer them top candidates through our network. We are currently assisting one of the largest telecommunications equipment manufacturers in the world.

Digital Marketing Specialist will be responsible for establishing the online presence of Thailand, increase brand awareness of company device through digital channel and strengthen brand proposition through multiple digital communication platforms such as brand site, social media and e-commerce.

Duties and responsibilities

- Develop the overall strategy of Thailand Device digital marketing with marketing goals aligned to company global digital strategy.
- Convey Digital strategy into media planning and buying process, optimize the investment model of Paid-Owned-Earned to obtain competitive SOV and maximize ROI.
- Develop Thailand Device strategic digital campaign and deliver the consistent brand message to online target audience.
- Develop local digital initiatives based on the understanding in Thailand digital evolvments and the insight of regional online target to drive the local relevance of company brand to customer.
- Develop social media strategy and set up company position in the smartphone market.
- Consistently explore and experiment new social media platforms to capture the newest trend of online consumer behavior.
- Develop company e-commerce business model, build ownership on company online stores and lead the cross function teams to develop online strategy, promotion activity, third party management and service optimization.
- Analyze performance with on-going measures such as online traffic, brand awareness, effectiveness of online traffic that impacts offline store.
- Perform weekly planning analysis, review and improve return on advertising spend (ROAS).
- Integrate digital communication with other marketing communication platforms such as PR, CRM, and Retail Marketing to deliver a 360 approach.
- Identify the strength and opportunity of individual direct reports.
- Develop working plan to improve both professional capability and managerial skill.
- Grow the team Device business success.
- Build strong network and relationship with company headquarter in Shenzhen, China.

Qualifications

- Degree in marketing, business communication or related field, with more than 8 years of experience in digital marketing.
- Good communication skill in English.
- Understand consumer behavior, capable of conducting research and analysis, a keen manager with both consumer and commercial market knowledge and excellent brand management.
- Familiar with the characteristics of new media and marketing, network operations and extensive planning experience.
- Had worked in the international digital marketing company, preferably with at least 5 years of work experience as a manager.
- Deep understanding and insight on digital dynamic in Thailand market.
- Experience in developing digital framework, managing brand site, social media, and e-commerce, executing plans and managing online marketing vendors (i.e. media agency, and content production house)
- Ability to lead and influence at all levels across the organization.
- Team management and leadership.
- Have experience in PR, creative content creation (PR article, brand article, product article and event article etc.)

Approved by:	JB Monster (on behalf of CEO)
Date approved:	October 16, 2015