

## **Position: Marketing Manager**

As a Marketing Manager, you will lead a team of marketing people and be responsible for all our marketing activities both offline and online from social media and digital campaigns to advertising and creative projects. The responsibilities include developing plans and strategies to help establish our brand, allocating resources to different projects, and generating new business leads.

### **Responsibilities**

- Responsible for all online and offline marketing
- Develop and lead the execution on marketing plans and strategies to achieve sales target (both online & offline marketing)
- Design promotional campaigns/ events, plan advertising, and manage marketing budget both offline and online
- Work closely with ads buyers (SEM, FB, IG, Youtube)
- Analyze customer insights, consumer trends, market analysis across multiple platforms - organic and paid (SEO, SEM, FB, IG, Youtube, Twitter, & Website)
- Develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Responsible for the production of artworks and contents for all media
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs

### **Requirements**

- Proven working experience as Brand Manager or Marketing Manager at least 2 years
- "CAN-DO" attitude
- "Creative"
- Ability to initiate things
- Detail-oriented
- Bachelor or higher degree specifically in Marketing or Business
- Deep understanding of marketing
- Excellent communication skill
- Know how to use digital marketing tools with experience in online advertising, SEM, SEO, and Social Media Ads
- **Proficient Level of English skill is a MUST**

### **Work Location**

**The Planner Education Co., Ltd.**

No.6D, 6th floor, Piyaplace Langsuan Building, Soi Langsuan, Ploenchit Road, Lumpini, Patumwan, Bangkok, 10330 (**BTS Chidlom; exit 4**)

**To apply: please send the following documents to [job@theplannereducation.com](mailto:job@theplannereducation.com)**

1. a letter or portfolio describing yourself and your marketing-related achievements
2. updated resume
3. a recent photo
4. expected salary
5. English Proficiency Test Result (if any)

**\*ONLY applications attached with the required documents will be considered.**