

## **JOB DESCRIPTION**

Name:	Position: Office Junior, Digital Marketing
Division: Sales & Marketing	Department: Sales & Marketing
Effective Date:	Rank: OF02
Reporting to:	Position: Office Senior, Graphic Design
<p><b>General Tasks:</b></p> <ul style="list-style-type: none"> <li>• Channel Based - Website, social networks - Facebook, search engines.</li> <li>• Supporting the marketing team and line manager with project organization and digital marketing budget.</li> <li>• creative content writing to drive engagement on all company's brands via social media.</li> <li>• Performing administrative tasks to ensure the functionality of marketing activities such as marketing research, advertising, promotion campaign and analyzing data.</li> <li>• Conducting market research and analyzing marketing surveys.</li> <li>• Employing online marketing analytics to gather information from web and social media of the companies' pages.</li> <li>• Preparing promotional presentations and organizing promotional events.</li> <li>• Organize, record, and enable action with customer data and help track and advance customers along every stage of the buying journey.</li> <li>• Composing and posting online content for the companies' social media pages and websites.</li> <li>• Writing marketing literature for company brochures and press releases.</li> <li>• Building strong relationships with customers both face-to-face and online/call responding.</li> <li>• Other tasks assign by manager.</li> </ul>	
<p><b>JOB REQUIREMENT:</b></p> <ul style="list-style-type: none"> <li>• Diploma Degree or higher in business, marketing, or related fields</li> <li>• Result-oriented and loves to writing attractive content</li> <li>• Fast and efficient worker, able to work under pressure, and highly responsible.</li> <li>• Outstanding organizational and time management skills</li> <li>• Willing to work hard and flexibility in working hours</li> <li>• Ability to multitask and prioritize daily workload</li> <li>• Understanding sales and marketing concepts, also knowledge of consumer behaviors</li> <li>• Good attitude and good interpersonal skills</li> <li>• Good command of spoken and written English and Thai ability will be highly considered.</li> <li>• Good in Computer literacy (MS Office – Word, Excel, PowerPoint) and video maker.</li> </ul>	

Accepted by:

Approved by:

Acknowledged by:

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Worker

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Direct Supervisor

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HRA Department

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