

## WE ARE HIRING!

# MARKETING MANAGER

One of Bangkok's most fun and recognisable hospitality groups, is currently seeking a Marketing Manager. The group has restaurants throughout Thailand, and is continually expanding. This role comes at an exciting time, full of opportunity and change, where your input will impact the business. We're looking for someone well-organised, with a mature attitude and an understanding of modern marketing trends and strategies.

### ROLE OVERVIEW

The Marketing Manager is responsible for the coordination and execution of all marketing and communications activities, including social media, content creation, media relations, collateral production, and promotional & event programmes.

Reporting to the Marketing Director, you will be working with and supported by a young, dynamic and creative team.

An interest and passion for the food and dining industry is essential.

### RESPONSIBILITIES

- Plan, manage and deliver creative marketing campaigns (both online & offline).
- Coordinate all promotions across multiple restaurant brands and venues.
- Coordinate and manage the development of print and digital marketing materials, which involves the ability to work closely together with the graphic design department.
- Arrange for the printing, production and delivery of in-venue materials.
- Coordinate press releases, media tastings, competitions, and events with social influencers.
- Plan, manage and create social media content for multiple venues.
- Manage multiple social media pages, and be actively involved in community engagement, and responding to reviews and customer inquiries.
- Manage and maintain the restaurant's websites, ensuring that all content is up-to-date, accurate, and engaging for visitors.
- Plan and promote in-venue events such as special menu days, Guest Chef events.
- Plan, manage and create digital marketing materials including email marketing campaigns, application push notifications, and website blog posts.
- Regularly visit restaurants to create content to be used on social media.
- Have an understanding of the overall market (dining trends and habits, industry opportunities and challenges, competitor's strengths and weaknesses).

### PROFESSIONAL ATTRIBUTES

- Proven experience in a marketing and communications role, or University education in Marketing.
- Demonstrate an understanding of all aspects of marketing disciplines with the ability to implement and execute marketing activities.
- Excellent time management and organizational skills and a proven ability to coordinate projects and multi-task.
- Accuracy and attention to detail
- Thai National
- Strong written and verbal English communication skills.