

## Marketing & Social Media (Thai Native)

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Company: MekhaV

Location: Bangkok

Category: other-general

As a Marketing & Social Media at Mekha V, you will be responsible for creating and implementing marketing strategies, collaborating with sales and product marketing teams, and managing the company's online presence across various social media platforms and the website. Your role will be pivotal in driving brand awareness, engaging with the audience, and achieving sales targets.

### **Job Duties & Responsibilities:**

Develop comprehensive marketing strategies and plans, including budget allocation, to meet business objectives.

Collaborate with sales and product marketing team to align marketing efforts to achieve sales target.

Build, manage, and maintain the company's social media profiles and presence on platform, including Website, Facebook, LinkedIn and additional channels that may be deemed relevant

Monitor and engage in relevant social discussions about our company, competitors, and the industry, both from existing leads and customers as well as from brand new audiences especially brand's online reputation.

Plan and execute regular social promotions and campaigns to drive audience participation and track their success.

Create and develop product content, include sales enablement documentation, case studies, product videos, website copy, and blog posts, to effectively articulate the benefits of Mekha V's products to public.

## Requirements

Bachelor's degree in Marketing, Communications, or a related field.

Proven experience in marketing and social media management roles.

Strong understanding of digital marketing strategies, including content marketing and social media advertising.

Proficiency in using social media management tools and analytics to track and measure campaign success.

Excellent communication and writing skills for content creation.

Creative thinking and the ability to generate innovative marketing ideas.

Strong collaboration and interpersonal skills to work effectively with cross-functional teams.

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