

Sanook Social Media Specialist Intern (Internship Program)

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Company: บริษัท สนุก ออนไลน์ จำกัด

Location: Khlong Toei

Category: other-general

Job Responsibilities and Qualifications :

Tencent Thailand offers unique opportunities to grow with an industry-leading company while enjoying the benefits of creating and starting new business. Currently, we are looking for a candidate in the role of **Sanook Social Media Specialist Intern** located in Bangkok, Thailand. Tencent Thailand is dedicated to developing internet platforms with quality content for our users' lifestyles making the online world safe, enjoyable, and educational. Our leading products include, but not limited to, Sanook.com the number 1 portal in Thailand, JOOX- the number 1 music streaming service in the region, WeChat, and Tencent Games. At Tencent, we aim to fulfill the needs of our audiences, partners, and advertisers with diverse and innovative platforms. We seek highly motivated individuals to join us as we continue our journey to create new products, services, and opportunities in Thailand, a hub of innovation and business for Southeast Asia. **Responsibilities;**

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information **Qualifications;**

- Proven working experience in social media marketing or as a Digital Media Specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Fluency in English or Chinese

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