

# Head of Marketing

"We are looking for the independent thinkers, the fighters, the passionate, the creative, the defiant, and the determined! We hire for attitude and then for skill. If you are passionate about building Internet companies, we want to hear from you!"

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## Requirements

- In-depth understanding of online and offline marketing campaigns.
- Good understanding of content marketing as well as SEM and AdWords campaigns.
- Exceptional stakeholder management skills and an overall positive attitude.
- Excellent communication skills and attention to detail.
- Very good MS-Office skills and as well as the affinity to work with numbers.
- Willingness to learn by showing enthusiasm and interest in the brand and product.
- Bachelor degree in Business, Communication studies, Marketing or an equal academic subject.
- Fluent in English and Thai.

## Responsibilities

- Create media plans and track the success of all online and offline marketing activities.
- Determine competitive analysis, feature prioritization and manage external communications.
- Scale our company to market leader and to grow a loyal consumer base.
- Build relationships and partnerships with external marketing agencies and affiliate networks.
- Coordinating the budget for online and offline marketing campaigns across various channels.
- Work directly with the Managing Director.

## Benefits

- Big responsibilities and project ownership.
- Fostering of personal growth in a learning and resourceful environment.
- Easy-integration into a highly professional, international and passionate team.
- Competitive compensation package for living and working in Bangkok.
- Knowledge sharing from the best entrepreneurs in the industry.
- An office in the heart of one of Asia's most international and lively cities.

## About us

**Rabbit Internet** is a company builder and a venture arm of the BTS Group. We developed the unique Rabbit Internet Platform to bring growth to emerging Thai start-ups. We partner with entrepreneurs to build market leading Asian Internet companies and aim to serve the 600 million consumers in South East Asia by 2020.

Up for a challenge?

Share with us:  
CV, start date

Email:  
[hr@rabbitinternet.com](mailto:hr@rabbitinternet.com)