



BANGKOK'S PREMIER  
ONLINE RESTAURANT  
RESERVATION SERVICE



# Marketing Manager

## Hungry Hub

Join a hard-working, young entrepreneurial team in their start up venture "Hungry Hub", Thailand's premier online restaurant reservation service which allows consumers to communicate wirelessly with restaurants across the country 24/7.

### RESPONSIBILITIES

- Create and implement Hungry Hub mobile app marketing kits (a set of marketing initiatives to promote the mobile app) which spans internal and external assets/channels and all relevant customer touch points
- Collaborate with teams across the company (sales and graphic) to ideate, influence and implement initiatives that will promote the mobile App to current and potential customers
- Own and drive Hungry Hub mobile app-install campaigns to promote it to be known in Thailand market, and eventually globally. Work closely with mobile agencies, ad-networks and social platforms to test app marketing campaigns, measure effectiveness, and manage spend efficiently.
- Stay abreast of industry trends and developments to inform Hungry Hub app marketing tactics.
- Develop relationships with restaurant partners to stay connect with Hungry Hub system
- Perform competitive intelligence on other company's efforts and determine what Hungry Hub should pursue/adopt
- Maintain and promote Hungry Hub through social media channels, such as IG/Facebook to create awareness of the brand
- Plan and organize monthly event to promote Hungry Hub and engage the brand to users and restaurant partners

### QUALIFICATIONS

- 2 years + experience required, prefer in online or mobile marketing
- Strong passion in digital marketing and have experience in mobile media agencies preferred
- Creative and hard working
- E-commerce, Internet, travel, or consumer/retail experience a strong plus
- Solid interpersonal skills (externally and internally at all levels)
- Demonstrated experience communicating with senior managers
- Proven track record of defining and executing key analyses with minimal supervision
- Expert level knowledge of Microsoft Excel and PowerPoint and demonstrated experience in modeling, analysis, research, and presentation creation
- Aptitude to operate and thrive in a multi-tasking, fast-paced environment
- A professional 'get it done' attitude and work ethic