



บริษัท อ-apiโก ไอทีเอส จำกัด

141 อุทยานวิทยาศาสตร์ประเทศไทย หมู่ที่ 9 ถนนพหลโยธิน

ตำบลคลองหนึ่ง อำเภอคลองหลวง จังหวัดปทุมธานี 12120

Tel. (66) 35 350880 #3210-11 www.powermap.in.th



## Digital Content Marketer

Since the first Model T from Ford Motor Company hit the roads more than a hundred years ago, automobiles have seen many improvements in quality and performance. Freedom and convenience has led to an increase in private vehicle ownership as well as the number of vehicles on the roads. As a result, traffic congestion in many urban areas has become more severe and negatively affects their economies, societies and environments. However, modern technology together with a widespread popularity of smartphones and internet has provided a tool that we can use to solve the traffic congestion. Undoubtedly, automotive and transportation industries are ripe for disruption that could be similar to when people abandoned their horse carriages for automobiles. This disruption will definitely impact every single person's life. What is going to happen and who will bring such disruption to the industries?

AAPICO ITS (AITS) is a subsidiary company of AAPICO Hitech Public Company Limited which is a major supplier of original equipment automotive components and parts in Thailand. AITS focuses mainly on developing technologies related to Web Map Service (WMS) and Location-Based System (LBS). Today, our products include POWERMAP navigation systems and its free mobile application version under the name GALACTIO (both Android and iOS apps available). We also provide solutions for vehicle tracking and fleet management applications. Our company is currently expanding the team to support future business growth in the areas related to e-Commerce, digital economy, telematics, Smart City and autonomous cars.

### JOB DESCRIPTION:

- Create, implement, and monitor digital tools, e.g., online advertising, presentation, website, blog, email, search engine optimization, social media marketing, and mobile application, in order to increase company's brand awareness and also to promote sales of company's products.
- Identify target customers and understand their behaviors and needs.
- Develop, execute, and manage digital marketing strategy for potential and existing customers.
- Interact with customers and provide information to inquiries about our products and/or services; handle and resolve their requests and/or feedbacks.
- Collaborate with partners and other internal teams and functions such as Customer Service, Sales & Marketing, and Engineering.
- Negotiate with media suppliers and service providers.
- Handle any other digital marketing projects upon assignment.

### QUALIFICATION & REQUIREMENTS

- Minimum a bachelor's degree or equivalent in business administration or relevant required.
- 1-3 years of experience in sales and marketing within the automotive or information technology (IT) industry is preferred.
- Must be able to build strong relationships with customers.



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- Must have sound practical judgment of priorities
- Must have excellent communication skills.
- Must be able to work independently and as part of a team.
- Must be proficient in spoken and written English. Proficiency in Japanese and/or Chinese is an advantage.
- Must be computer literate, proficient in Microsoft Office (Word, Excel, Powerpoint, etc.) and able to perform analytical presentation.
- Must own a car and a valid driver's license.

#### **WORK ENVIRONMENT**

- Require travel to visit customers, attend seminars, etc.
- Occasional work over-time and/or weekends is possible if there is an urgent need.
- The job is not subject to physically demanding work and is generally not exposed to any hazards as a direct consequence of the job.

If interested, please send an email including your resume and a self-introduction to K.Nattapol at [nattapol.s@aapico.com](mailto:nattapol.s@aapico.com).