



## PR/117013 | Brand Manager (Retail Apparel and Fashion)

### Job Information

**Recruiter**[JAC Recruitment Thailand](#)**Job ID**

1537161

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

April 30th, 2025 16:21

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

Our client is a retailer of clothing, bags, shoes and various miscellaneous items.

Our client is seeking a dynamic and creative Brand Manager to lead their brand development and marketing efforts. The ideal candidate will have a strong understanding of brand strategy, marketing principles, and consumer behavior. This role requires creativity, strategic thinking, and leadership skills to build and maintain a strong brand identity and drive business growth.

**Key Responsibilities**

- Develop and implement brand strategies to position the company's products effectively in the market.
- Conduct market research and analyze consumer insights to identify opportunities for brand growth.
- Define brand guidelines, messaging, and visual identity to ensure consistency across all channels and touchpoints.
- Collaborate with cross-functional teams to develop marketing campaigns, product launches, and promotions.

- Monitor and evaluate brand performance, including awareness, perception, and market share.
- Manage brand budgets, forecasts, and expenses effectively.
- Build and maintain relationships with external partners, agencies, and vendors.
- Lead creative development, including advertising, packaging, and content creation.
- Stay updated on industry trends, competitor activities, and best practices in branding and marketing.
- Provide leadership and guidance to the marketing team, fostering a culture of innovation and collaboration.

**Qualifications:**

- Bachelor's degree in Marketing, Business, or a related field; MBA preferred.
- Proven experience in brand management, marketing, or related roles.
- Strong understanding of brand strategy, consumer behavior, and market dynamics.
- Creative thinking and an innovative approach to brand development.
- Excellent communication and presentation skills.
- Analytical and problem-solving abilities.
- Leadership and team management experience.
- Ability to multitask and prioritize tasks effectively.
- Proficiency in marketing tools and software.
- Passion for brands and consumer products.
- Fluency in Thai and English

If you are interested, click [APPLY NOW](#). Please note that only shortlisted candidates will be contacted due to the high number of applicants. Thank you for understanding.

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**Company Description**