



PR/117643 | Assistant Brand Manager

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1549507

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

July 8th, 2025 17:15

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

Position: Assistant Brand Manager

Salary: 45,000 – 60,000THB +/- (Negotiable)

Location: Asok, Bangkok

Our client is provide people of all ages, from baby to the elderly, with products to gently support their minds and bodies to free them from burdens and allow them to fulfill their dreams.

Position:

Responsibilities:

- Developed and launched NPD and product renewals for our products, aligning offerings with target consumer needs through in-depth research and data-driven insights.
- Designed and executed marketing activities across online and offline channels, effectively increasing brand visibility

and consumer engagement.

- Led cross-functional teams to deliver product developments and marketing campaigns, ensuring alignment with brand strategy and overall business objectives.
- Collaborated with customer to develop NPD launches, renewal products, and marketing materials.
- Analyzed consumer data using tools like Nielsen, focus groups, and penetration research (SPSS program) to assess market performance and generate actionable insights, driving continuous optimization of marketing strategies

Qualifications:

- 2-3 years experience in Marketing or Trade Marketing in FMCG Industry would be advantage.
- Good English skill is a must.
- Logical thinking, energetic.

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Company Description