



PR/118018 | VP Marketing (Food)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1561575

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

October 14th, 2025 11:01

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

We are seeking a strategic and creative Marketing Manager to lead and execute all marketing initiatives across our food product portfolio. This role encompasses brand management, digital marketing, market research, product launches, and promotional campaigns. You will be reporting directly to CEO

Location: Khubon (■■■■■■■) Ram Inthra

Salary: 150,000-200,000 THB +/-

Key Responsibilities:

- Develop and implement integrated marketing strategies to enhance brand visibility and drive growth .
- Manage brand positioning, messaging, and identity across all channels
- Conduct market analysis to identify trends, customer preferences, and competitive landscape .
- Collaborate with R&D and product development teams to align marketing with product features and benefits
- Lead digital campaigns including SEO/SEM, social media, email marketing, and influencer partnerships

- Work closely with sales teams to develop marketing materials and promotions tailored to retail, foodservice, and e-commerce channels
- Track campaign performance using KPIs and analytics tools (e.g., Google Analytics)
- Lead and mentor the marketing team, fostering creativity and accountability

Qualifications:

- Bachelor's degree in Marketing, Business Administration, or related field (MBA preferred).
- 5–8 years of experience in marketing roles within the food or FMCG industry
- Proven success in developing and executing multi-channel marketing campaigns.
- Strong analytical, communication, and leadership skills.
- Proficiency in digital marketing platforms and tools.

Interested candidate, please send your resume in English (Word format only) along with your recent photo and expected salary to us.

JAC Personnel Recruitment Ltd

10F Emporium Tower 622 Sukhumvit Soi 24 Klongton, Klongtoey, Bangkok 10110

Contact : K. Napaphach

Office Number: 066-097-2958

Time: 9.00 am - 6.00 pm

Website : <https://www.jac-recruitment.co.th>

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Company Description