



## PR/118346 | Marketing Manager (Home Appliances)

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1564192

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

December 30th, 2025 13:00

### 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

**Industry:** Home Appliances

Our client is looking for a strategic and creative Marketing Manager to lead brand initiatives and drive impactful campaigns.

### Key Responsibilities

- Develop and execute strategic marketing plans for assigned brands
- Analyze market trends to identify opportunities and risks
- Collaborate with global and regional partners to align brand direction
- Create and manage promotional campaigns to support sales teams and partners (e.g., retailers, distributors)
- Oversee the execution of marketing activities to ensure brand consistency

- Coordinate with internal teams and external suppliers to produce marketing materials (e.g., digital, content, design, events)
- Monitor and analyze campaign performance to optimize future initiatives
- Ensure alignment across brand, digital, and event marketing teams
- Review and maintain quality standards for in-house creative outputs

#### Qualifications

- Bachelor's degree or higher in Marketing, Business Administration, Communications, or a related field
- More than 5 years of experience in marketing in the consumer goods or advertising agency industries
- Fluent in Thai with strong English communication skills (spoken and written)
- Strong strategic thinking, analytical skills, and project management capabilities
- Proactive, responsible, creative, and a strong team player
- Skills in graphic design or content creation are an added advantage

Interested applicants, please click **APPLY NOW**. Due to the high number of applicants, we regret to inform that only shortlisted candidates will be contacted.

Thank you for your understanding.

#LI-JACTH

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#### Company Description