



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

January 13th, 2026 04:00

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

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description