



PR/118437 | Marketing Director (Health Supplements)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1564227

Industry

Healthcare, Nursing

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

January 27th, 2026 14:00

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: Health Supplements

Our client is looking for a strategic and hands-on **Head of Marketing** to lead our marketing efforts and take our brand to the next level.

Key Responsibilities

- Develop and execute marketing strategies to drive revenue and expand market share.
- Define target customer segments and lead go-to-market planning.
- Own annual marketing planning and set clear, measurable goals.
- Strengthen brand presence across digital and offline channels.
- Ensure consistent brand messaging, visuals, and tone across all platforms.
- Build trust and recognition in the competitive health supplement space.
- Lead paid media campaigns (Facebook, Google, TikTok, LINE, etc.) to maximize ROI.
- Use data to optimize performance and reduce acquisition costs.
- Collaborate with telesales and CRM teams to drive customer retention and repeat purchases.

- Conduct market and consumer research to identify trends and opportunities.
- Work closely with product teams to shape new product development and packaging.
- Spot emerging needs in the health and wellness market.
- Manage and mentor a high-performing marketing team (digital, creative, content, analytics).
- Partner with Sales, Telesales, and Operations to ensure smooth campaign execution.
- Coordinate with external agencies to maintain quality and meet deadlines.
- Oversee marketing budgets and ensure efficient spend across channels.
- Track campaign performance and use insights to improve future strategies.

Qualifications

- Bachelor's degree or higher in Marketing, Business, or related field.
- More than 10 years of marketing experience with at least 7 years in a leadership role in health supplements, FMCG, skincare, beauty or beverages industries.
- Expertise in digital marketing, branding, and performance analytics.
- Strong leadership, communication, and project management skills.
- Data-driven mindset with a passion for health, innovation and customer-focused marketing.

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