



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

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: 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

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