



PR/118546 | Marketing Manager – Surat Thani

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1566542

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

December 23rd, 2025 03:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Basic

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Key Responsibilities

- Strategic Planning & Execution
 - Develop and implement local marketing strategies aligned with company objectives.
 - Plan and manage marketing activities at both strategic and operational levels to support retail and wholesale goals.
- Marketing Communication
 - Utilize effective communication across offline and online channels to engage target audiences and align with consumer behavior.
- Data-Driven Marketing
 - Apply AI technology and data analytics to optimize marketing plans and performance.
 - Conduct market and competitor analysis to identify opportunities and propose strategies for increasing sales and market share.
- Team Leadership & Collaboration
 - Lead and manage the marketing team, ensuring smooth coordination with sales, other departments, and local partners.

Qualifications

- Bachelor's degree or higher in Marketing, Business Administration, or a related field.
- Minimum of 5 years of marketing experience; experience in service or related industries is an advantage.
- Strong expertise in strategic marketing planning and execution.
- Proficient in data analysis and using insights for strategic decision-making.
- Skilled in planning and executing marketing campaigns across offline, online, and on-ground platforms.

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Company Description