



PR/118662 | Trade Marketing Manager, GT

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1569002

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

February 10th, 2026 14:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client: Leading FMCG company

Location: Bangkok City

Salary: 150,000 – 180,000 THB (negotiable)

Job Description (Brief)

- Develop and implement trade marketing plans for **General Trade (GT)** channels, aligning with overall brand strategy.
- Design and manage in-store promotions, product displays, sampling events, and POSM to drive visibility and shopper conversion.
- Oversee trade marketing budgets, ensuring efficient allocation and conducting regular ROI analysis.
- Build and maintain strong relationships with retailers, wholesalers, and distributors to support joint business plans and promotional activities.
- Analyze sales data, shopper behavior, and competitor activity to identify growth opportunities and optimize GT strategies.

Qualifications

- Bachelor's degree in Marketing, Business, or related field.
- 5–8+ years of trade marketing experience in FMCG, with a strong focus on **General Trade**.
- Strong analytical skills and experience in sales data and market insight evaluation.
- Proven ability to manage trade promotion budgets, ROI tracking, and cross-functional planning.

- Expertise in shopper-focused campaigns, POSM, merchandising, and visibility programs.

Interested candidates: Please send your resume in **English (Word format)** by clicking **Apply Now**.

JAC Personnel Recruitment Ltd

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Company Description