



PR/118776 | Senior Brand Manager

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1572263

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

January 13th, 2026 10:33

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

Position: Senior Brand Manager

Workdays: Mon - Fri / Hybrid

Location: Ayutthaya

Business: Manufacturing

A leading organization in the agricultural sector is expanding its marketing leadership team. We are looking for a **Senior Brand Manager** who is passionate about strategy, data-driven insights, and driving brand performance across Thailand's farming communities.

Key Responsibilities:

- Develop strategic marketing plans for assigned crops and product groups.
- Analyze consumer, farmer, partner, and channel insights.
- Lead and guide Brand Managers to ensure directional and performance alignment.
- Collaborate on pricing strategy and promotional planning.
- Work closely with Market Research, Sales, R&D, and Production teams.
- Track and evaluate brand KPIs to identify growth opportunities.
- Present strategic recommendations to senior management.
- Build capability within the Brand Marketing team through tools, knowledge, and new initiatives.

Qualifications:

- Bachelor's degree in Business Administration, Marketing, or related fields.
- **Minimum 3 years** of experience as a Brand Manager.
- Experience in **consumer products, fertilizer, or agricultural supplements** is a plus.
- Strong understanding of commodity and logistics management.
- Experience in strategic planning, budgeting, and team leadership.
- Strong analytical thinking, leadership, and communication skills.
- Experience in B2B or regional brand management is advantageous.
- Good command of English (written & spoken).

If you are interested, click **APPLY NOW**. Please note that only shortlisted candidates will be contacted due to the high number of applicants. Thank you for 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.

Privacy Policy Link: <https://www.jac-recruitment.th/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.th/terms-of-use>

Company Description