

PR/119337 | Global Marketing Manager

Job Information

Recruiter
JAC Recruitment Thailand

Job ID
1583934

Industry
Retail

Job Type
Permanent Full-time

Location
Thailand

Salary
Negotiable, based on experience

Refreshed
October 20th, 2026 10:00

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

Global Marketing Manager

Position Title: Global Marketing Manager
Location: Bangkok city

About the Role

We are seeking an experienced Global Marketing Manager to lead the development and execution of international marketing strategies that strengthen brand presence, drive market growth, and ensure consistent brand positioning across all regions.

- Develop and implement global marketing strategies aligned with overall business objectives.
- Lead integrated marketing campaigns across markets, ensuring consistent messaging and brand positioning.
- Oversee global brand management and support regional teams with localized adaptations.

- Analyze market trends, consumer insights, and competitive landscapes to guide strategic decisions.
- Manage creation of global marketing content, creative assets, and communication materials.
- Collaborate closely with Product, Sales, and Regional Marketing teams to align go-to-market plans.
- Monitor campaign performance and optimize strategies based on data and insights.
- Manage external agencies and cross-regional stakeholders to ensure high-quality execution.

Qualifications:-

- Bachelor’s degree in Marketing, Business Administration, or related field.
- Minimum 7 years’ experience in regional or global marketing roles.
- Strong background in brand management and integrated marketing campaigns.
- Proven ability to develop and execute global marketing strategies.
- Strong analytical skills with experience in market insights and data-driven decision making.
- Excellent communication and cross-functional collaboration skills.

Interested candidates, please send your resume in English to us.

JAC Personnel Recruitment Ltd
10F Emporium Tower, 622 Sukhumvit Soi 24, Klongton, Klongtoey, Bangkok 10110

Contact: K. Napaphach
Office Number: 066-097-2958
Time: 9:00 AM – 6:00 PM
Website: https://www.jac-recruitment.co.th

#LI-JACTH
#citybangkok

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