



## PR/119449 | Trade Marketing Manager, TT

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1586603

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

May 26th, 2026 06:00

### 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

Position: Trade Marketing Manager

Location: Bangkok / Chachoengsao

Industry: Consumer products (non-food)

The role is responsible for driving brand growth, product performance, and in-market execution for the company across channels.

This role bridges brand strategy and sales execution, ensuring that product positioning, pricing, promotions, and trade programs are effectively implemented to maximize sell-in, sell-through, and market share.

### Key Requirements (7 Bullets)

- Develop and execute trade marketing strategies aligned with brand and sales objectives
- Lead product marketing activities including positioning, go-to-market plans, and lifecycle management

- Drive in-store execution excellence across channels
- Plan and manage trade promotions, POSM, and visibility programs to maximize sell-in and sell-through
- Lead new product launches including pricing, channel rollout, and sales toolkits
- Analyze market, consumer, and competitor insights to optimize portfolio and trade performance
- Collaborate cross-functionally with Sales, Brand Marketing, Supply Chain, and Finance to deliver results

Qualifications (5 Bullets)

- Bachelor's or Master's degree in Marketing, Business, or a related field
- 3–8 years of experience in Trade Marketing, Product Marketing, or Channel Marketing
- Strong background in FMCG, consumer goods or stationary, or related industries
- Proven experience in product launches, trade activation, and pricing/promotion strategies
- Strong analytical, communication, and stakeholder management 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

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## Company Description