



PR/119472 | Trade Marketing Specialist (Food Industry)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1586614

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

April 28th, 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

Our client is a European food ingredient company strengthening our commercial capabilities in Thailand and are looking for an experienced Trade Marketing Specialist to join their regional team.

This is a newly created, standalone role with strong exposure to local execution and European HQ.

Key Responsibilities

- Develop and manage the annual Trade Marketing Plan by channel, with strong focus on:
 - OOH segments: Bakery, HORECA, Gelato
 - Retail and distributor-driven customers
- Adapt global marketing strategies from HQ to fit the local Thailand market.
- Plan and execute trade promotions, activation programs, and visibility initiatives
Work closely with sales teams and distributors to ensure strong in-market execution.

- Collaborate with the Digital Marketing Specialist to define the right product portfolio by customer group or subsidiary.
- Monitor competitors, pricing, promotional activities, and market trends.
- Analyze trade performance, budgets, and ROI, and provide insights and recommendations to the European GM.

Requirements

- More than 5 years of experience in Trade Marketing, preferably within the food industry
- Proven experience in OOH channels (working with end customers and/or distributors) or retail environments, gained within highly structured organizations.
- Strong hands-on experience in trade promotion planning and ROI analysis.
- Solid understanding of P&L analysis, budget planning, and cost control.
- Experience coordinating forecasting and demand planning with sales and supply chain teams.
- Comfortable working independently in a standalone role with regional exposure.
- Fluent Thai and good business English for daily communication

Interested applicants, please click APPLY NOW. Only shortlisted candidates will be contacted due to the high volume of applications.

Thank you for your understanding.

#LI-JACTH

quartered in Europe.

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Company Description