



## PR/119633 | Marketing Manager (Premium Optical Lens)

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1598977

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

June 26th, 2026 10:48

### General Requirements

**Minimum Experience Level**

Over 10 years

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

My client is a premium optical lens company and is urgently recruiting for a Marketing Manager.

#### Job Description

- Partner with the Head of Sales & Marketing to develop and execute strategies
- Lead multi-channel campaigns (B2B & B2C) with consistent messaging
- Track campaign performance (ROI, leads, retention) and optimize results
- Analyze market trends and competitors to refine go-to-market and pricing strategies
- Create engaging content with internal experts and manage social media presence

- Build relationships with media and influencers to grow brand awareness
- Manage key B2B accounts to build strong, long-term partnerships
- Drive co-marketing initiatives with key clients
- Strengthen CRM programs to improve customer engagement and loyalty
- Support Business Development with market insights and customer needs
- Support budget planning and manage marketing spend
- Ensure alignment with financial targets  
Prepare monthly performance reports

**Qualifications**

- Bachelor's degree in marketing, Business, or a related field (or equivalent experience)
- More than 7 years of experience in marketing, with strong skills in planning and executing campaigns
- Proven track record of delivering successful marketing programs and product launches
- Good understanding of digital marketing, social media, and online campaigns
- Strong problem-solving skills with the ability to use data to drive decisions
- Well-organized, goal-oriented, and able to manage multiple projects in a fast-paced environment
- Strong communication, teamwork, and leadership skills, with the ability to work across teams and guide others
- Good command of Thai and English.

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

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**Company Description**