



PR/119898 | Sales & Marketing Manager / Director

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1599108

Industry

Tourism

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

August 9th, 2026 05:00

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: Sales & Marketing Manager / Director (Open depending on experience)

Salary: 70,000 – 100,000 THB plus other allowances & benefits

Location: Phuket

About the Company

A newly opened 120-key upper-upscale hotel & wellness resort in Bang Tao, Phuket, integrating a medical-grade wellness clinic and spa with a resort experience, positioning itself as a wellness retreat rather than a traditional beachfront hotel.

Key Responsibilities

- Lead overall commercial strategy, including pricing, segmentation, and channel mix, to drive revenue across Rooms, Wellness, and F&B
- Build and manage the full distribution ecosystem (OTA, GDS/CRS, direct website, PMS integration) and transition from Airbnb to multi-channel distribution

- Position the resort as a differentiated wellness retreat targeting medical-wellness, long-stay, and leisure segments
- Develop and execute integrated sales and marketing strategies aligned with pre-opening and ramp-up phases
- Drive demand through digital marketing, partnerships, and key account development
- Monitor performance across revenue, channel mix, and marketing ROI, adjusting strategies accordingly
- Collaborate cross-functionally with operations, wellness, and F&B to maximize total revenue

Qualifications

- 8–12 years of experience in hotel sales & marketing, including senior leadership roles
- Strong expertise in commercial strategy, revenue management, and distribution channels
- Experience in resort, luxury, or wellness hospitality environments preferred
- Proven pre-opening or repositioning experience is a strong advantage
- Strong understanding of Phuket or regional hospitality market
- Excellent leadership, analytical, 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>

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Company Description