



PR/119912 | Brand Manager

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1600023

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

August 7th, 2026 07:00

General Requirements

Minimum Experience Level

Over 3 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

Salary: 50,000 -70,000

Position: Brand Manager

Working Conditions:

- **Working hours:** Monday – Friday, 9:00 AM – 6:00 PM.
- **Location:** BTS Ekkamai

Job Description

- Lead the launch and positioning of the "Hand Wash and Health Care" brand.
- Define and implement the overall brand concept, ensuring consistency across products and marketing.
- Research consumer insights and market trends to develop new products that meet evolving demands.

- Oversee brand and product development budgets, ensuring efficient allocation and ROI.
- Work closely with marketing, and sales teams to bring products to market successfully.
- Monitor competitors, analyze industry trends, and propose strategies to strengthen brand positioning.
- Support marketing campaigns and promotional activities to drive awareness and sales.

Qualifications

- Bachelor's degree in any field
- Minimum 3 years in brand marketing, new product development, or related fields.
- Experience in healthcare or skincare is a strong advantage.
- Good command of English, both written and spoken.
- Innovative thinker with a passion for developing products that resonate with consumers.

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Company Description