



PR/120216 | Product Planning Assistant Manager (Real Estate)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1607763

Industry

Real Estate Brokerage, Management

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

September 1st, 2026 06:00

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

Company: Property Developer

Position: Strategic Marketing & Product Planning Manager

Location: Bkk

Salary: 60,000 – 75,000 THB (negotiable)

Position Summary

This role is responsible for conducting market research, product planning, and strategic marketing activities to support residential development projects. This role bridges market intelligence and business strategy by translating market insights into development decisions, including product concept, target customer, pricing strategy, and go-to-market planning. The position plays a critical role in evaluating development opportunities and providing recommendations that support investment and project decisions.

Key Responsibilities

- Analyze residential property market trends, customer demand, and competitor activities.
- Conduct market and location analysis for potential development opportunities.
- Evaluate development opportunities and recommend the most suitable product type for each project.
- Determine target customer segments, positioning, and product concepts.
- Develop go-to-market strategies and project launch plans.
- Define key selling points, customer acquisition strategies, and project positioning.
- Work closely with Sales and Management to maximize project profitability and sales performance.
- Coordinate marketing campaigns and agency partners.
- Monitor campaign effectiveness, leads, and sales performance.

Qualifications

- Experience in Strategic Marketing, Product Planning, Development Planning, or Business Development within a real estate developer.
- Good understanding of residential market analysis, Land Acquisition for residential property, feasibility studies, pricing strategy, and product positioning.
- Ability to evaluate development potential of land plots and recommend the most suitable product type, target market, and pricing strategy.
- Knowledge of residential project development processes, including concept development, demand analysis, absorption studies, and go-to-market planning.
- Strong analytical and commercial mindset with the ability to translate market insights into actionable business recommendations
- Good 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