



PR/120304 | Japanese Speaking Marketing Manager

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1609915

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

September 1st, 2026 10:43

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client is one of Japan's leading sushi restaurant chains and is expanding to Thailand. They are looking for an experienced Marketing Manager to join their team and support their business setup in Thailand.

Job Responsibilities

- Lead, coach, and develop the marketing team, ensuring effective resource planning, performance management, and talent development.
- Formulate and execute marketing strategies to strengthen brand presence, increase customer engagement, and drive business objectives.
- Partner closely with internal stakeholders to align marketing initiatives with overall business goals and operational plans.
- Build and maintain strong relationships with media partners, agencies, and external vendors to enhance brand visibility and reputation.

- Conduct market research and analyze customer insights, industry trends, and competitive activities to identify growth opportunities.
- Track and evaluate marketing performance, providing data-driven recommendations to improve marketing effectiveness.
- Oversee the planning and execution of advertising campaigns, promotions, and brand-building activities across multiple channels.
- Manage the company's digital marketing ecosystem, including social media platforms such as Facebook, Instagram, LINE, and TikTok, to maximize audience reach and engagement.

Requirements.

- Minimum 5 years of marketing experience, ideally within the restaurant, food & beverage, retail, or consumer-focused industries.
- JLPT N2 or higher with the ability to communicate effectively with Japanese stakeholders.
- Strong background in digital marketing, social media strategy, and online advertising.
- Strong experience leading teams and collaborating across multiple functions.
Strong analytical, communication, and project management capabilities.
- Ability to manage multiple priorities and perform effectively in a fast-paced environment.

If you are interested, click APPLY NOW. Please note that only shortlisted candidates will be contacted due to the high number of applicants. Thank you for understanding.

#LI-JAC

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Company Description