

PR/120694 | RoA - Marketing Manager

Job Information

Recruiter
JAC Recruitment Thailand

Job ID
1621210

Industry
Chemical, Raw Materials

Job Type
Permanent Full-time

Location
Thailand

Salary
Negotiable, based on experience

Refreshed
November 3rd, 2026 10:59

General Requirements

Minimum Experience Level
Over 10 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Key Responsibilities

- Develop and execute the business strategy and operating plan for the ROA Personal Care business.
- Support the development of budget plans and quarterly forecast by translating corporate strategy into regional business plans with clear priorities and milestones.
- Lead short-term target management by driving and supporting the sales team to achieve monthly and quarterly goals.
- Drive long-term growth by partnering with Marketing Specialist Manager, R&D, and Sales to develop new initiatives, prioritize opportunities, and manage the growth pipeline.
- Own pricing decisions in alignment with margin and profitability objectives.
- Lead market intelligence and analytics for the Personal Care market.
- Assess key material market size using third-party sources and bottom-up data from our internal teams, including

supply/demand analysis.

- Analyze the competitive landscape (direct competitors, market share, positioning, and differentiation).
- Monitor and interpret Personal Care end-market trends and implications for the business.
- Identify product line-extension opportunities and support evaluation of potential M&A targets.
- Serve as a functional leader for ROA commercial teams, driving alignment and performance across the region.
- Engage directly with customers to promote new products, lead LTA discussions/negotiations, and develop new business opportunities.
- Define and implement effective marketing communications plans for the ROA Core business, including trade shows, promotional programs, and branding initiatives.
- Partner with Manufacturing, Supply Chain, and Regulatory teams to ensure operational excellence and strong commercial execution.
- Travel as needed to support business priorities.

Required Qualifications

- 10+ years of total work experience, including 5+ years in the Personal Care markets/industries, is strongly preferred.
- Bachelor’s degree in Chemistry, Chemical Engineering, Business, Marketing, or a related field; MBA strongly preferred.
- Experience in business strategy, commercial strategy, marketing, and/or management consulting is a plus.

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Company Description