

PR/120739 | Growth Marketing Manager - Health Supplement Products

Job Information

Recruiter
JAC Recruitment Thailand

Job ID
1621750

Industry
Healthcare, Nursing

Job Type
Permanent Full-time

Location
Thailand

Salary
Negotiable, based on experience

Refreshed
November 10th, 2026 11:17

General Requirements

Minimum Experience Level
Over 10 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

The Growth Marketing Manager role plays a key part in driving customer acquisition, sales growth, and marketing performance. Working closely with the Digital Marketing, Creative, Key Opinion Leader (KOL), Affiliate, Live Commerce, Sales, and Data teams, the position will develop and execute growth initiatives aligned with the company's business objectives.

Responsibilities

- Analyse customer behaviour, market trends, and competitors to identify growth opportunities
- Develop and execute growth marketing plans to achieve sales and customer acquisition targets
- Set monthly sales and new customer targets by channel
- Monitor campaign performance and provide recommendations for improvement
- Prepare growth performance reports and present insights to management
- Manage and optimise marketing budgets

- Track key metrics such as return on advertising spend (ROAS), return on investment (ROI), customer acquisition cost (CAC), conversion rate, and revenue growth
- Work closely with digital marketing teams to improve campaign performance
- Test new growth initiatives and scale successful campaigns
- Coordinate with the Creative, KOL, Affiliate, Live Commerce, Sales, and Data teams
- Use customer and sales feedback to improve targeting and marketing messages
- Ensure all teams are aligned with business goals
- Lead and support team members in achieving their targets
- Monitor team performance and workload
- Ensure projects are delivered on time and to a high standard

Requirements

- Bachelor’s degree in Marketing, Business Administration, or a related field
- At least 10 years of experience in growth marketing, performance marketing, brand marketing, strategic planning, or a related area
- Minimum of 3 years of people management experience
- Proven experience in managing sales targets, marketing budgets, or business growth objectives
- Experience in direct-to-consumer (DTC), health and wellness, supplements, beauty, fast-moving consumer goods (FMCG), or e-commerce businesses will be highly regarded

About the company
A leading company in Thailand’s health supplement industry with a strong direct-to-consumer business model. The company reaches its customers through online sales, social commerce, customer relationship management, and telesales channels, supporting continued customer and business growth.

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Company Description