



## PR/117643 | Assistant Brand Manager

## 募集職種

## 人材紹介会社

ジェイ エイ シー リクルートメント タイランド

## 求人ID

1549507

## 業種

小売

## 雇用形態

正社員

## 勤務地

タイ

## 給与

経験考慮の上、応相談

## 更新日

2025年08月19日 04:00

## 応募必要条件

## 職務経験

3年以上

## キャリアレベル

中途経験者レベル

## 英語レベル

ビジネス会話レベル

## 日本語レベル

ビジネス会話レベル

## 最終学歴

短大卒：準学士号

## 現在のビザ

日本での就労許可は必要ありません

## 募集要項

Position: Assistant Brand Manager

Salary: 45,000 – 60,000THB +/- (Negotiable)

Location: Asok, Bangkok

Our client is provide people of all ages, from baby to the elderly, with products to gently support their minds and bodies to free them from burdens and allow them to fulfill their dreams.

Position:

Responsibilities:

- Developed and launched NPD and product renewals for our products, aligning offerings with target consumer needs through in-depth research and data-driven insights.
- Designed and executed marketing activities across online and offline channels, effectively increasing brand visibility

and consumer engagement.

- Led cross-functional teams to deliver product developments and marketing campaigns, ensuring alignment with brand strategy and overall business objectives.
- Collaborated with customer to develop NPD launches, renewal products, and marketing materials.
- Analyzed consumer data using tools like Nielsen, focus groups, and penetration research (SPSS program) to assess market performance and generate actionable insights, driving continuous optimization of marketing strategies

Qualifications:

- 2-3 years experience in Marketing or Trade Marketing in FMCG Industry would be advantage.
- Good English skill is a must.
- Logical thinking, energetic.

**Notice:** By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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会社説明