



## PR/118776 | Senior 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

1572263

業種

その他（メーカー）

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

2026年01月27日 07:00

### 応募必要条件

職務経験

6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

無し

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: Senior Brand Manager**

**Workdays: Mon - Fri / Hybrid**

**Location: Ayutthaya**

**Business: Manufacturing**

A leading organization in the agricultural sector is expanding its marketing leadership team. We are looking for a **Senior Brand Manager** who is passionate about strategy, data-driven insights, and driving brand performance across Thailand's farming communities.

#### Key Responsibilities:

- Develop strategic marketing plans for assigned crops and product groups.
- Analyze consumer, farmer, partner, and channel insights.
- Lead and guide Brand Managers to ensure directional and performance alignment.
- Collaborate on pricing strategy and promotional planning.
- Work closely with Market Research, Sales, R&D, and Production teams.
- Track and evaluate brand KPIs to identify growth opportunities.
- Present strategic recommendations to senior management.
- Build capability within the Brand Marketing team through tools, knowledge, and new initiatives.

**Qualifications:**

- Bachelor's degree in Business Administration, Marketing, or related fields.
- **Minimum 3 years** of experience as a Brand Manager.
- Experience in **consumer products, fertilizer, or agricultural supplements** is a plus.
- Strong understanding of commodity and logistics management.
- Experience in strategic planning, budgeting, and team leadership.
- Strong analytical thinking, leadership, and communication skills.
- Experience in B2B or regional brand management is advantageous.
- Good command of English (written & spoken).

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-JACTH

**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.

Privacy Policy Link: <https://www.jac-recruitment.th/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.th/terms-of-use>

---

会社説明