



PR/119449 | Trade Marketing Manager, TT

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

1586603

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

2026年06月09日 13:00

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: Trade Marketing Manager

Location: Bangkok / Chachoengsao

Industry: Consumer products (non-food)

The role is responsible for driving brand growth, product performance, and in-market execution for the company across channels.

This role bridges brand strategy and sales execution, ensuring that product positioning, pricing, promotions, and trade programs are effectively implemented to maximize sell-in, sell-through, and market share.

Key Requirements (7 Bullets)

- Develop and execute trade marketing strategies aligned with brand and sales objectives
- Lead product marketing activities including positioning, go-to-market plans, and lifecycle management

- Drive in-store execution excellence across channels
- Plan and manage trade promotions, POSM, and visibility programs to maximize sell-in and sell-through
- Lead new product launches including pricing, channel rollout, and sales toolkits
- Analyze market, consumer, and competitor insights to optimize portfolio and trade performance
- Collaborate cross-functionally with Sales, Brand Marketing, Supply Chain, and Finance to deliver results

Qualifications (5 Bullets)

- Bachelor's or Master's degree in Marketing, Business, or a related field
- 3–8 years of experience in Trade Marketing, Product Marketing, or Channel Marketing
- Strong background in FMCG, consumer goods or stationary, or related industries
- Proven experience in product launches, trade activation, and pricing/promotion strategies
- Strong analytical, communication, and stakeholder management skills

Interested candidates, please send your resume in English to us.

JAC Personnel Recruitment Ltd
10F Emporium Tower, 622 Sukhumvit Soi 24, Klongton, Klongtoey, Bangkok 10110

Contact: K. Napaphach
Office Number: 066-097-2958
Time: 9:00 AM – 6:00 PM
Website: <https://www.jac-recruitment.co.th>

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#citybangkok

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会社説明