



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04月28日 06:00

#### 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>

#LI-JACTH  
#citybangkok

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会社説明