



## PR/119472 | Trade Marketing Specialist (Food Industry)

### 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

1586614

#### 業種

レストラン・フードサービス

#### 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05月26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

Our client is a European food ingredient company strengthening our commercial capabilities in Thailand and are looking for an experienced Trade Marketing Specialist to join their regional team.

This is a newly created, standalone role with strong exposure to local execution and European HQ.

#### Key Responsibilities

- Develop and manage the annual Trade Marketing Plan by channel, with strong focus on:
  - OOH segments: Bakery, HORECA, Gelato
  - Retail and distributor-driven customers
- Adapt global marketing strategies from HQ to fit the local Thailand market.
- Plan and execute trade promotions, activation programs, and visibility initiatives  
Work closely with sales teams and distributors to ensure strong in-market execution.

- Collaborate with the Digital Marketing Specialist to define the right product portfolio by customer group or subsidiary.
- Monitor competitors, pricing, promotional activities, and market trends.
- Analyze trade performance, budgets, and ROI, and provide insights and recommendations to the European GM.

**Requirements**

- More than 5 years of experience in Trade Marketing, preferably within the food industry
- Proven experience in OOH channels (working with end customers and/or distributors) or retail environments, gained within highly structured organizations.
- Strong hands-on experience in trade promotion planning and ROI analysis.
- Solid understanding of P&L analysis, budget planning, and cost control.
- Experience coordinating forecasting and demand planning with sales and supply chain teams.
- Comfortable working independently in a standalone role with regional exposure.
- Fluent Thai and good business English for daily communication

Interested applicants, please click APPLY NOW. Only shortlisted candidates will be contacted due to the high volume of applications.

Thank you for your understanding.

#LI-JACTH

quartered in Europe.

**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