



PR/120216 | Product Planning Assistant Manager (Real Estate)

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

1607763

業種

不動産仲介・管理

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08月18日 10:38

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

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

Company: Property Developer

Position: Strategic Marketing & Product Planning Manager

Location: Bkk

Salary: 60,000 – 75,000 THB (negotiable)

Position Summary

This role is responsible for conducting market research, product planning, and strategic marketing activities to support residential development projects. This role bridges market intelligence and business strategy by translating market insights into development decisions, including product concept, target customer, pricing strategy, and go-to-market planning. The position plays a critical role in evaluating development opportunities and providing recommendations that support investment and project decisions.

Key Responsibilities

- Analyze residential property market trends, customer demand, and competitor activities.
- Conduct market and location analysis for potential development opportunities.
- Evaluate development opportunities and recommend the most suitable product type for each project.
- Determine target customer segments, positioning, and product concepts.
- Develop go-to-market strategies and project launch plans.
- Define key selling points, customer acquisition strategies, and project positioning.
- Work closely with Sales and Management to maximize project profitability and sales performance.
- Coordinate marketing campaigns and agency partners.
- Monitor campaign effectiveness, leads, and sales performance.

Qualifications

- Experience in Strategic Marketing, Product Planning, Development Planning, or Business Development within a real estate developer.
- Good understanding of residential market analysis, Land Acquisition for residential property, feasibility studies, pricing strategy, and product positioning.
- Ability to evaluate development potential of land plots and recommend the most suitable product type, target market, and pricing strategy.
- Knowledge of residential project development processes, including concept development, demand analysis, absorption studies, and go-to-market planning.
- Strong analytical and commercial mindset with the ability to translate market insights into actionable business recommendations
- Good English

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

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会社説明