

PR/120694 | RoA - Marketing 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
1621210

業種
化学・素材

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11月17日 08:00

応募必要条件

職務経験
10年以上

キャリアレベル
中途経験者レベル

英語レベル
流暢レベル

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

Key Responsibilities

- Develop and execute the business strategy and operating plan for the ROA Personal Care business.
- Support the development of budget plans and quarterly forecast by translating corporate strategy into regional business plans with clear priorities and milestones.
- Lead short-term target management by driving and supporting the sales team to achieve monthly and quarterly goals.
- Drive long-term growth by partnering with Marketing Specialist Manager, R&D, and Sales to develop new initiatives, prioritize opportunities, and manage the growth pipeline.
- Own pricing decisions in alignment with margin and profitability objectives.
- Lead market intelligence and analytics for the Personal Care market.
- Assess key material market size using third-party sources and bottom-up data from our internal teams, including

supply/demand analysis.

- Analyze the competitive landscape (direct competitors, market share, positioning, and differentiation).
- Monitor and interpret Personal Care end-market trends and implications for the business.
- Identify product line-extension opportunities and support evaluation of potential M&A targets.
- Serve as a functional leader for ROA commercial teams, driving alignment and performance across the region.
- Engage directly with customers to promote new products, lead LTA discussions/negotiations, and develop new business opportunities.
- Define and implement effective marketing communications plans for the ROA Core business, including trade shows, promotional programs, and branding initiatives.
- Partner with Manufacturing, Supply Chain, and Regulatory teams to ensure operational excellence and strong commercial execution.
- Travel as needed to support business priorities.

Required Qualifications

- 10+ years of total work experience, including 5+ years in the Personal Care markets/industries, is strongly preferred.
- Bachelor’s degree in Chemistry, Chemical Engineering, Business, Marketing, or a related field; MBA strongly preferred.
- Experience in business strategy, commercial strategy, marketing, and/or management consulting is a plus.

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会社説明