

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03日 10:59

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.

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.

Privacy Policy Link: https://www.jac-recruitment.th/privacy-policy
Terms and Conditions Link: https://www.jac-recruitment.th/terms-of-use

会社説明