



JAC Recruitment

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Thailand

PR/115720 | Business and Marketing Director (International Markets)

Job Information

Recruiter[JAC Recruitment Thailand](#)**Job ID**

1504189

Industry

Healthcare, Nursing

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

November 19th, 2024 10:40

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client is a health and beauty center in Phuket, Thailand.

We are looking for a proactive and strategic Business and Marketing Director to help attract and serve international patients from Russia, the Middle East, and China for our client (health and beauty center in Phuket, Thailand). The right candidate should have a strong background in healthcare, especially in beauty and wellness, along with experience in international marketing and business development.

Responsibilities:

- Research market trends and preferences of Russian, Middle Eastern, and Chinese patients seeking health and beauty services in Thailand.
- Create marketing strategies and business plans to attract and retain these international patients.
- Build and maintain relationships with international partners, travel agencies, embassies, and influencers to bring in patient referrals.
- Find new business opportunities and revenue sources that align with the center's goals.
- Launch targeted marketing campaigns across digital and traditional channels to reach Russian, Middle Eastern, and

Chinese audiences.

- Work with the marketing team to develop localized content, including website copy, social media posts, and promotional materials.
- Ensure international patients have a smooth experience from inquiry to post-treatment follow-up.
- Gather feedback to continually improve patient satisfaction and service quality.
- Manage the annual marketing and business development budget, making sure resources are used effectively.
- Lead and mentor a team of marketing professionals and business development executives.

Requirements:

- Medical degree or a Bachelor's degree in Marketing, Business Administration, or related fields (MBA preferred).
- At least 5 years of experience in business development and marketing roles within healthcare, beauty, or wellness industries.
- Strong understanding of international marketing strategies, especially for Russian, Middle Eastern, and Chinese markets.
- Excellent communication and interpersonal skills, with the ability to build strong relationships and negotiate with international stakeholders.
- Strategic thinker with a proven track record of driving growth and meeting business goals.
- Fluent in Thai and English.

If you are interested, please submit your CV by clicking the 'APPLY' or send it to pacita.phaohusara@jac-recruitment.com

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Company Description