



PR/116022 | Marketing Director (FMCG food)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1504294

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

November 19th, 2024 10:44

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

Marketing Director

Our client is one of a well-known food production and distribution company

Salary: 200,000 – 300,000 THB

Location: Bang Na area

Key Responsibilities:

- Develop and implement brand strategies to enhance brand positioning and awareness.
- Oversee the creation and execution of marketing campaigns that align with the brand's vision and goals.
- Collaborate with product development teams to ensure marketing strategies support product launches and lifecycle management.

- Analyze market trends and consumer needs to identify opportunities for new product development.
- Develop and implement e-commerce strategies and manage transformation initiatives to drive organizational change to drive online sales and improve customer experience.
- Create and manage comprehensive marketing plans that include digital marketing, advertising, public relations, and promotional activities.
- Allocate and manage the marketing budget, ensuring efficient use of resources to achieve marketing goals.

Qualifications:

- Bachelor's degree in Marketing, Business Administration, or a related field
- Experience in managing overall marketing activities and campaigns
- Strong leadership, change management skills.
- Proven experience in a senior marketing role background in FMCG, food related is preferred
- Experiences in developing an online campaign to drive awareness, engagement, and conversion

Interested candidate, please submit your most recent resume in English (Word format) by simply clicking **"APPLY NOW"**
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Company Description