



## PR/116022 | Marketing Director (FMCG food)

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1513261

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

January 21st, 2025 11:01

### 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