



PR/116421 | Regional Marketing Manager (commercial vehicle 180K)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1513437

Industry

Automobile and Parts

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

January 21st, 2025 16:00

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 leading designer and manufacturer of vehicle propulsion solutions, including fully automatic transmissions and hybrid propulsion systems for commercial vehicles and etc.

Location: Samyan area

Salary: 180,000 +/- THB

JOB RESPONSIBILITIES

- Develop and implement marketing programs, strategies, and campaigns with senior management.
- Lead promotional and communication plans, regional market tools, and market plans for Truck and Bus programs in Southeast Asia.
- Support cross-regional activities, ensuring effective marketing strategies for sales growth.

- Promote key attributes of performance, productivity, efficiency, and reliability, enhancing marketing communications with local resources and agencies.
- Manage PR, media activities, major events, and marketing expenses in Southeast Asia.
- Identify new market opportunities, support product development, and conduct market analysis.
- Represent the organization at community and business meetings, collaborating on projects.

KNOWLEDGE, SKILLS, AND ABILITIES

- Degree in Marketing coupled with an Engineering discipline or related.
- 7-10 years of experience, including at least 5 years in marketing, sales, or business development in the auto industry. Knowledge of engines/transmissions in commercial vehicles and experience in SE Asia's commercial vehicle market.
- Experience with OEMs or fleets in the commercial vehicle industry in Southeast Asia, preferably with Japanese OEMs.
- Proficiency in English and Thai with additional Southeast Asian languages, such as Japanese and Malay will be beneficial
- Willingness to travel and proficiency in Excel and PowerPoint.

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