



PR/115627 | Marketing Assistant 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

1513155

業種

その他（メーカー）

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

2025年01月07日 14:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

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

Working day: Monday - Friday

Location: Amata City, Chonburi

Business: Manufacturing company

Bonus: 4-5 months

Position: Marketing Assistant Manager (New position)

Key Responsibilities:

- Strategic Planning: Develop and execute annual marketing plans aligned with the company's vision and annual operating plan.

- **Market Analysis:** Conduct market research to identify trends, opportunities, and competitive landscapes.
- **Product Development:** Lead the new product development process, including product selection, pricing, forecasting, and cross-functional collaboration.
- **Product Management:** Manage the product portfolio to optimize profitability and drive sales.
- **Marketing Execution:** Plan, coordinate, and implement marketing campaigns for new product launches, promotions, and special events.
- **Performance Measurement:** Define and track key performance indicators (KPIs) to measure marketing effectiveness and return on investment (ROI).

Required Qualifications:

- 2-3 years of experience in Marketing or related positions.
- Ability to plan work processes related to sales, marketing, and customer needs in line with the company's main objectives.
- Ability to meet clients off-site to present the company's Solutions Services in an interesting, easy-to-understand, and effective manner.
- Willing to provide references for verification.
- Thai nationality only.
- Strong Thai copywriting skills.
- Ability to write about customer problems, needs, and other important details in a clear and concise manner.

会社説明