

# Regional Marketing manager

## Objective

We are strengthening our team with a new marketing position, based in Bangkok, reporting to our managing director. The key objective is to support and contribute to the company's regional growth with targeted marketing activities, impacting on the long-term strategy as well as near term sales goals.

## Responsibilities

- Responsible for all the marketing efforts (offline and online) of the company in the Region
- Coordinating the development of a strategic marketing plan, within budget, in accordance with management and BD teams
- Lead implementation of all marketing and communication activities across the Region internally and with outside providers if needed (including public relations, event organization, press releases, digital marketing, content generation, e-mailing..)
- Write or coordinate content writing, photos and videos for company communication and press releases and push into the relevant channels : social media, e-mailing, website updates
- Support public relations efforts
- Select events regarding business potential for the company, build a regional event/exhibition database and organize representation for the company (speaker, sponsor, booth...)
- Monitor and Quantify marketing results in accordance with marketing plan and KPI, optimize the marketing plan accordingly
- Manage the marketing budget
- Reporting to Managing Director

## Competencies

- Bachelor degree in marketing/communication/business (overseas master's degree preferred)
- 5-10 years of working experience in B2B marketing role preferably in infrastructure or energy sector (B2B company)
- Broad marketing background across the various marketing disciplines
- Able to tackle short term opportunities and guided by long-term drive to increase market share, reinforce the branding among identified target customers
- Fluent both written and spoken English, superior writing skills
- Excellent interpersonal and communication skills with a high level of integrity and confidentiality
- Able to convey your marketing expertise to others
- Excellent skills in MS Word, PowerPoint
- Cross country working experience in South East Asia and beyond is a plus
- Passion for renewable energy and an entrepreneurial mindset are greatly appreciated
- The company has a strict "No-Jerk" policy and being a positive person and great team player is a must to work with us

## Conditions

- Location: Bangkok- Phayathai BTS station

Interested candidates, please send application to [employment@francothaicc.com](mailto:employment@francothaicc.com)

Only shortlisted candidates will be notified.



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