



## **Assistant Marketing Manager – Luxury Residential Project –**

### **Responsibilities:**

- Able to lead or coordinate a project's marketing consultancy, acting as main contact and meeting with clients
- Develop marketing plans and execution, marketing budgets, advertising both online & offline campaigns, and overseas marketing
- Initiate, organize and coordinate on events and exhibitions, creative CRM campaign plans
- Develop overall public relations, KOL, influencer campaigns/strategies such as copywriting, media scriptwriting, able to guide line film production and media placement/channels
- Conduct market and competitor analyses, implement informative presentations that use viable marketing strategies, plans, and public relations strategies
- Able to comfortably present complex information to clients from different business backgrounds in an easy-to-understand way, and to present with confidence
- Initiate sales strategies and coordinate with the sales team
- Can effectively manage and prioritize workload and deliver assignments within tight deadlines
- Creative use of customer data to identify current and future customer profiles and behavioural trends
- Be proactive (plan ahead) and innovative, carry out research, tweak results based on performance, and anticipate new opportunities based on thorough knowledge. Choose and apply the right marketing tools and leverage marketing in all aspects to turn prospects into buyers within an efficient budget
- Encourage the team to complete their tasks successfully and support them in developing their ability to achieve goals

### **Qualifications:**

- Bachelor's or master's degree in marketing, finance, economics or related field
- At least 5 years of marketing experience in luxury properties or residential real estate
- Excellent command of English and Thai (Mandarin is a plus)
- Proficient skill in Microsoft Office (Graphic design skill is a plus)
- An excellent communicator and dynamic with analytical skill and creativity

CBRE was the first international real estate consultant firm to be established in Bangkok. Since opening in June 1988, we have grown to be the market leader in real estate services in Thailand. With our continued expansion, we opened a Phuket office in 2004. We now have more than 1,300 property professionals, enabling the firm to provide strategic advice and execution for sales and leasing for all types of property; property, facilities and project management; valuation and advisory; and research and consulting.

CBRE Thailand has been recognized as one of the Best Companies to Work for in Asia 2022 for the Thai market by HR Asia. We believe successful and sustainable business outcomes start with the well-being of employees and a diverse and inclusive organizational culture. Together with our four core values of Respect, Integrity, Service and Excellence, they comprise the commitment we make for the benefit of our staff, clients and business partners, resulting in the continued and sustainable growth of CBRE.

Interested candidates, please submit full detailed resume, a recent photo, stating your background to [weeraon.narkwong@cbre.com](mailto:weeraon.narkwong@cbre.com) for any other opportunities.