



PR/118040 | Chinese Speaking - Sales Development Executive

Job Information

Recruiter[JAC Recruitment UK](#)**Job ID**

1543396

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Germany

Salary

Negotiable, based on experience

Refreshed

June 17th, 2025 14:01

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

A leading company in the global food industry is looking for a results-driven Sales Development Executive to join its commercial team.

The role focuses on expanding the customer base and increasing product sales across retail, wholesale, and restaurant channels. You will drive distribution growth, especially in ethnic markets, by identifying key business opportunities and developing creative strategies to encourage trade partners to stock and promote a wide range of products.

Job requirements

- Permission to work in the Germany.
- Able to speak fluent Chinese, either Cantonese or Mandarin. And proficiency in English.
- At least have 2 years' relevant experience, and a strong background in FMCG industry, distributor management, supply chain and trade marketing.

- Must have a full European Driving licence as the job will involve driving.
- Excellent negotiator when it comes to communicating with customers at all levels
- Chinese food lover/keen cook and have good knowledge of the working kitchen in order to communicate effectively with customers

Job responsibility

- Work closely with the Business Development Manager to develop and implement programmes that will build sales and distribution.
Identify those key strategic accounts and opportunities that will ensure effective coverage of the region, and tracking performance according to set objectives. Support Trade Partners in developing in-market sales in the supply chain.
- Ensure healthy inventory level at Trade Partners warehouse for product availability and smooth supply across all relevant channels.
- Be a primary point of contact with trade partners' sales teams, key wholesalers and retailers, in relation to in-market enquiries and follow up.
- Collate and track information on distribution, prices and competitors' activities to support business planning.
- Manage and conduct product demonstrations and presentations to pitch for key accounts.
- Organize and conduct in-store demonstration and sampling activities, which may involve weekend working.
- Assist the BDM with sales planning and tracking A&P and other channel expenditure in-line with relevant budgetary controls.
- Manage new products introduction and launch to the trade in support of Trade Partners to maximize distribution.
- Represent our company in Chinese trade events and maintain a good relationship with different trade contacts and associations.
- Build good relationships with Trade Partners and their sales teams, ensuring timely flow of information to support sales and development opportunities.
Update and manage trade customer records and contacts.
Ensure effective trade coverage and regular field-based contact managing an economical yet comprehensive journey plan.
- Support the company in ensuring a good representation and reputation of the our brand in the trade to protect its brand image and equity.
- Periodically update on the latest trends and findings in the market.
- Business trip as and when the job requires.

*We regret to inform applicants that only shortlisted candidates will be notified. Thank you for your understanding.
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Company Description