



## PR/118172 | Chinese Speaking Food Sales Executive

### Job Information

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

1556315

**Industry**

Restaurant, Food Service

**Job Type**

Permanent Full-time

**Location**

United Kingdom

**Salary**

Negotiable, based on experience

**Refreshed**

August 26th, 2025 10:37

### 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

We are seeking a Chinese-speaking Field Sales Executive with 2–3 years of sales experience in the FMCG industry and a full UK driving license.

The role is responsible for identifying and expanding the customer base, including stockists and end users, and for increasing product sales and market penetration across retail, wholesale, and restaurant channels.

**What you'll be doing?**

- Work closely with the Assistant Business Development Manager to develop and implement programs 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 them 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 their 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.

Who are we looking for?

- The ideal candidate will bring 2–3 years of sales experience in the FMCG industry and a full UK driving license.
- Permission to work in the UK.
- Able to speak fluent Chinese, either Cantonese or Mandarin. And proficiency in English.
- Must have a full UK Driving licence as the job will involve driving.

\*We regret to inform applicants that only shortlisted candidates will be notified. Thank you for your understanding.  
#LI-JACUKPRM #LI-JACUK

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## Company Description