



PR/159540 | On Trade Manager (Alcoholic Beverage Industry) - Work From Home

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1559196

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 23rd, 2025 10:50

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

A global leader in the **alcoholic beverage industry** is looking for an **On Trade Manager** to manage distributor and key accounts, implement strategic plans, enhance on-trade channel performance and drive business expansion in Malaysia. This is a fully remote role with flexible working hours.

Key Responsibilities:

- Manage and strengthen relationships with local distributor teams and key accounts to secure support for the brand portfolio.
- Recommend, implement, and track competitive short- and long-term distribution plans and commercial strategies aligned with strategic imperatives.
- Collaborate with regional and functional teams to define and prioritize local commercial strategies, ensuring adequate support from marketing and activation functions.
- Understand the brand portfolio and advise on positioning strategies within the On-trade Channel.
- Build and grow key on-trade lighthouse accounts in priority cities.

- Guide distributor teams in applying commercial excellence frameworks to drive and measure business growth.
- Ensure distributor teams operate in strategic alignment with local priorities and regional imperatives.
- Support the development of distributor teams into high-performing, commercially excellent organizations with strong leadership and execution capabilities.
- Monitor merchandising execution and oversee the implementation of marketing programs.
- Conduct monthly business reviews with distributors to ensure on-trade distribution targets are met.
- Partner with the Trade Marketing team to drive commercial and marketing excellence, including support for on-trade data reporting.

Requirements:

- Minimum 5-10 years of experience in on trade channel management in the F&B, FMCG or a related industry.
- Strong skills in commercial strategy, trade marketing, and execution planning.
- Solid understanding of on-trade channel dynamics and brand portfolio positioning.
- Familiarity with commercial excellence frameworks and performance tracking.
- Strategic, results-driven, and collaborative with strong stakeholder management skills.
- Willing to attend evening or night events as part of industry engagement and relationship-building.
- Self-motivated and able to work independently in a remote environment.

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description