



PR/117384 | Assistant Sales Manager (FMCG)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1564181

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

November 18th, 2025 11:01

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

Our client is a global energy drink company.

The Sales Assistant Manager ensures excellent in-store execution, reduces out-of-stock issues, and drives sales growth. They lead a high-performing team to meet targets in Off Premise accounts. They also train their team on the "Power Selling" process and build relationships with distribution partner field forces.

Responsibilities:

- Coach Sales Activators and Distribution Partner Representative on sales principles, journey planning, problem solving and in-store standards.
- Help Sales Activators reduce out-of-stocks and increase compliance.

- Lead the team to meet targets and optimize territory coverage.
- Ensure effective journey planning and use tools to help meet targets.
- Analyze team performance to identify strengths and areas for improvement.
- Adjust sales tactics based on insights to better meet store demands.
- Optimize routes to maximize customer visits and minimize travel time.
- Use tools for route planning and periodically review effectiveness.
- Ensure product visibility and support promotional campaigns.
- Collaborate with sales and marketing teams to improve in-store execution and customer engagement.

Qualifications:

- More than 3 years of experience in sales, trade marketing or as a merchandising team lead.
- Solid understanding of Off Premise Channels (Modern trade & General trade).
- Knowledge of Selling, Category and Trade Marketing Principles.
- Ability to work independently and as part of a team.
- Strong commercial acumen.
- Able to drive a car and ride a motorbike.
- Willingness to travel to up-country locations.
- Good in both Thai and English.

Interested applicants, please click **APPLY NOW**. Due to the high number of applicants, we regret to inform that only shortlisted candidates will be contacted. Thank you for your understanding.

#LI-JACTH

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Company Description