



PR/096659 | Channel Sales Manager

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1577986

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

May 11th, 2026 03:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client, a premium bottled water brand, is seeking a Channel Sales Manager for Southeast Asia as part of its regional expansion. The Channel Sales Manager will lead the sales and distribution strategy for the company across priority channels in Singapore and the wider region

Job Responsibilities:

- Develop and implement targeted channel strategies to deliver sales and revenue objectives.
- Grow category performance by boosting consumption, driving premiumisation, and expanding reach across foodservice and hospitality channels.
- Lead monthly business reviews on performance, trade spend, coverage, and service levels, ensuring continuous improvement.
- Manage key accounts and distributors, optimizing promotions, strengthening partnerships, and addressing performance gaps through KPIs and coaching.

- Conduct market visits, monitor competitive activity, ensure brand activation excellence, and provide accurate channel and SKU-level sales forecasts.

Job Requirements:

- Bachelor's degree in Business, Sales, Marketing, or a related discipline, with 5–8 years of regional FMCG or premium goods sales/channel management experience.
- Strong command of multi-channel strategies, distribution models, trade spend management, and ROI-driven promotional planning.
- Proven leadership in managing distributor networks, enhancing sales execution, and applying strong analytical and forecasting capabilities.
- Excellent communication, negotiation, and stakeholder management skills, with strategic thinking and market opportunity assessment abilities.

Interested applicant, please click [APPLY NOW](#)

Jennifer Maria Hardicar
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EA Personnel: R1987984

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Company Description