



PR/119194 | Sales Planning Manager (Food Industry)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1581844

Industry

Retail

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

May 5th, 2026 13:00

General Requirements

Minimum Experience Level

Over 10 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

My client is a food company and is urgently recruiting for a Sales Planning Manager.

Job Description**Trade Promotion Management**

- Plan and manage the annual trade promotion budget with MT and TT teams.
- Track monthly spending and compare actual vs. planned budget.
- Review the effectiveness of nationwide promotions, trade communication, POSM, and sales support materials.
- Work closely with Sales and Marketing to support growth and profitability goals.

Demand Planning

- Create accurate demand forecasts using sales data, trends, and promotional plans.
- Cooperate with Sales, Marketing, and R&D to include insights from product launches and consumer behavior.

- Monitor inventory levels and work with Production and Warehouse teams to prevent stockouts or overstock.

Reporting & Internal Support

- Provide back-office support for sales activities with Accounting and Finance.
- Prepare reports and documents needed for management decisions.

Qualifications

- Bachelor's degree or higher in Business, Marketing, Supply Chain, Economics, or a related field.
 - More than 10 years of experience in Sales Planning, Trade Marketing, or similar roles in FMCG or the food industry.
 - Experience handling trade promotion budgets and working with MT and TT channels.
 - Strong analytical skills and the ability to use data to support decisions.
 - Experience in demand forecasting and managing inventory planning.
 - Good computer skills, especially Excel; experience with ERP or reporting tools is a plus.
 - Ability to work well with Sales, Marketing, Production, and Finance teams.
 - Strong communication and teamwork.
Good problem-solving and structured thinking.
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- Able to work under pressure and manage multiple tasks.
 - Detail-oriented with strong organizational skills.
 - Good command of Thai and English.

Interested applicants, please click APPLY NOW. Only shortlisted candidates will be contacted due to the high volume of applications.

Thank you for your understanding.

#LI-JACTH

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Company Description