

BUILDING NETWORKS BEING CHALLENGED



POSITION: DMS COORDINATOR
DEPARTMENT: SALES
LOCATION: NORTHERN PROVINCES

ROLE OVERVIEW

As a **Distributor Management System (DMS) Coordinator**, you will play a pivotal role in driving our commercial success by bridging technology and field operations. You will act as the operational backbone for our route-to-market systems, empowering sales agents, distributors, and e-wholesalers to leverage our digital tools effectively. By maintaining system accuracy, auditing distributor standards, and driving adoption of our digital projects (including the LBC Servd App), you will ensure optimal execution across your assigned territory.

WHAT YOU'LL BE DOING

Front Sales Systems & Tech Adoption (DMS, DMS Lite, LBC Servd App)

- Train and coach distributor teams, sales agents, and DMS administrators on using DMS and DMS Lite effectively.
- Provide on-site coaching for E-Wholesalers to optimize DMS Lite usage.
- Onboard and drive distributor adoption for the E-B2B initiative (LBC Servd App) while enhancing service levels for PC-outlets.
- Monitor, audit, and maintain 100% data accuracy across all DMS platforms.
- Log, report, and follow up on technical system issues with the IT support team and key stakeholders.

Distributor Operations & Warehouse Compliance

- Perform physical stock checks and inventory audits at distributor warehouses.
- Conduct Principle Standard FIT checks to ensure compliance with operational standards.
- Gather field insights during visits and draft targeted operational improvement plans for your Line Manager.

Outlet Auditing & Field Execution

- Execute daily route plans to visit retail outlets within your assigned territory.
- Conduct comprehensive field audits focusing on product availability, shelf visibility, free-of-charge (FOC) item distribution, and asset tracking.
- Log and report non-compliance or operational issues in real time using the SFA (Sales Force Automation) system.

WHAT WE'RE LOOKING FOR

- Bachelor's degree in Business Administration, E-Commerce, Fin-Tech, Computer Engineering, or a related field.
- Minimum 2 years of hands-on experience in POS/Sales systems, e-commerce, or field sales operations support.
- Knowledge of system working processes and data management.
- Proficiency in Microsoft Office (Excel, Word, PowerPoint).
- Ability to simplify complex technical workflows for non-technical field teams.
- Excellent public communication, interpersonal, and coaching skills.
- Energetic, resilient, and possess a proactive, positive attitude toward fieldwork.
- Professional working proficiency (written and spoken) in English.
- Must hold a valid Driver's License Category B
- Ability and willingness to travel extensively within regional provinces.

OUR GROWTH CULTURE

Semper Ardens

- Always burning, striving for more
- Sets clear and stretch objectives and rigorously tracks delivery
- Seizes opportunities, embraces and drives change

Positive energy and compassion

- Proactively aligns self and team towards agreed priorities
- Actively promotes 'one-team' spirit and collaboration across functions

Consumer Passion

- Anticipates and acts on the needs of consumer/customer/society
- Always have the consumers interest at the heart of all decisions.

Decide fast and deliver with excellence

- Takes and executes decisions with quality and speed
- Plans effectively, sets priorities and puts ideas into practice
- Takes into account details and big picture when solving problems

Empower, support and Grow our people

- Involves and inspires others and gives people responsibility
- Listens actively and wins others over to win-win solutions
- Detects and encourages talent and coaches towards company targets

HOW TO APPLY

Submit your updated CV and cover letter (in English) to recruitment@beerlao.la before the application deadline on **03 September 2026**.

For more detail, please contact our recruitment team: Mobile 020 56556272

CARLSBERG GROUP: BREWING FOR A BETTER TODAY AND TOMORROW

For us success has always been in the diverse mix of our people, our beers and our brands. At Carlsberg, we want to recruit and develop people with a global mindset, cultural understanding, and international experience to ensure that our organization stays agile, inclusive, and prepared for future growth.

Only by acknowledging and harvesting from different perspectives and experiences, will we gain competitive advantage and leverage the effect of diversity for business growth. Carlsberg aims to create equal access to opportunity regardless of social identity, and we encourage everyone to apply regardless of gender, nationality, race, religion or any other characteristics protected by law.