



Job Description

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Job Title Assistant Brand Manager	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Intermediate	Industry FMCG, Retail & Wholesale
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry FMCG, Retail & Wholesale: 2 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

Our esteemed client in the FMCG industry/Brewery is looking for an Assistant Brand Manager on Fixed Term Contract of 6 months.

Responsibilities

- **Market Research and Analysis:**
 - Conduct market research to identify consumer trends, preferences, and competitive landscape in the beer industry.
 - Analyze data and insights to propose new product concepts aligned with market opportunities and consumer needs.
- **Product Development and Testing:**
 - Work with R&D and brewing teams to conceptualize and develop new beer products, considering factors such as taste profiles, ingredients, and packaging.
 - Coordinate product testing and gather feedback to refine prototypes and ensure alignment with brand standards and consumer expectations.
- **Marketing Strategy and Execution:**
 - Develop marketing strategies for new product launches, including positioning, pricing, and promotional campaigns.
 - Collaborate with marketing teams to create compelling marketing materials and campaigns that effectively communicate product features and benefits to target audiences.
- **Cross-functional Collaboration:**
 - Partner with sales, supply chain, and distribution teams to ensure successful product launches and market penetration.
 - Communicate effectively with internal stakeholders to align on project timelines, milestones, and deliverables.
- **Performance Analysis and Optimization:**
 - Monitor product performance post-launch and conduct regular performance reviews.
 - Identify opportunities for optimization and continuous improvement based on sales data, consumer feedback, and market trends.

Education & Qualifications

- Bachelor's degree in Marketing, Business Administration, or a related field.

Requirements

- 1-2 years experience in FMCG
- Strong passion for the beer industry and understanding of consumer behaviour and market dynamics.
- Previous experience in marketing, product development, or a related field is preferred.

- Excellent analytical skills with the ability to interpret data and draw actionable insights.
- Effective communication and interpersonal skills, with the ability to collaborate across teams and influence stakeholders.
- Ability to thrive in a fast-paced, dynamic environment and manage multiple projects simultaneously.

Driving Licence

Not Required

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