



Job Description

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Job Title Business Development Associate	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Intermediate	Industry Manufacturing

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Manufacturing: 2 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

To provide excellent customer service to our targeted channels including Key Accounts and manage the relationship through a win-win approach. To sell and distribute products while ensuring optimal presences. Implement merchandising and promotional programs at the targeted channels to achieve optimal consumer engagement while ensuring key portfolio product availability at all times (no out of stock situations).

Responsibilities

- Service the allocated targeted channels universe as per route and frequency, customers ensuring that our key brands in our portfolio are available and have sufficient stocks, as well as ensuring optimal visibility and presence of our brands throughout his/her area by achieving set volume targets.
- Develop & managing business relationships, support initiation and negotiation of agreements between the company and Key Accounts. Ensure compliance of all the targeted channels Contracts (Merchandising & Credit) at POS.
- Understand market trends, competitor practices, and customer behavior. Ensure initiation, implementation, control and reporting of consumer & trade programs to increase sales potential, growing the volume and SOM.
- Identifies and recommend merchandising opportunities through initiation and interaction with targeted channels customers. Ensure consistency execution excellence on visibility and availability through distribution and merchandising as per guidelines i.e., Share of Shelf optimization, POSM placement & rotation and Planogram adherence
- Manage MSM attached under his/her territory and collaborate to explore new opportunities and accounts in the market while striving to increase our key portfolio availability, visibility and brand awareness. Actively prepare activation schedules and follow up implementation of activation as per cycle plan and guidelines.
- Maximise data capturing through accurate work tool utilisation including but not limited to TME i.e., capture sales, track inventory and trade marketing activities for market analysis, strategizing and decision making.
- Ensures proper handling and care of company assets placed under his/her responsibility (Vehicle, stocks, branded materials etc) and ensures prompt stock reconciliation as instructed in the Branch Accounting manual.
- Perform any other tasks given by the line manager.

Education & Qualifications

- Degree or Advanced diploma in Business Administration, Marketing or equivalent

Requirements

- A minimum of 2 Years experience in sales and marketing in FMCG company

Reporting To

- Business Development Manager

Driving Licence

Not Required

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