



Job Description

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Job Title

Business Development & Technical Sales Manager

Job Location

Dar es Salaam

Category

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Job Type

Full Time

Job level

Manager

Industry

Manufacturing

Open to Expatriates

Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget

-

Max Budget

-

Primary Industry

Manufacturing: 10 Years

Secondary Industry

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Primary Category

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Secondary Category

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Certificate

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Qualification

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Summary

This role involves leading the development and expansion of our B2B flexible packaging market in Tanzania. The ideal candidate will be responsible for identifying market opportunities, acquiring key clients, and delivering sustainable packaging solutions across industries such as food, beverages, agriculture, pharmaceuticals, FMCG, and industrial packaging. This role will also involve helping to set up operations, build local partnerships, and drive market penetration efforts.

Responsibilities

1. Market Development & Business Growth

- Develop and execute a market entry and expansion strategy for Tanzania.
- Identify and establish partnerships with local manufacturers, distributors, and key stakeholders.
- Identify new business opportunities and secure long-term contracts.
- Conduct market research to evaluate demand, customer challenges, and competitors.
- Drive overall sales growth and market penetration to meet revenue and profitability goals.

2. Technical Sales & Customer Solutions

- Engage with clients to understand technical packaging needs and performance expectations.
- Recommend appropriate flexible packaging materials, including sustainable options.
- Collaborate with R&D, production, and QA teams to tailor solutions.
- Provide product demonstrations, technical training, and packaging trials.
- Offer after-sales technical support and resolve packaging issues to ensure client satisfaction.

3. Sales & Key Account Management

- Build and manage strong relationships with key decision-makers.
- Negotiate and manage contracts aligned with company goals.
- Track and report on sales performance, market trends, and customer feedback.
- Ensure high-quality service to drive customer retention and repeat business.

4. Market Intelligence & Industry Engagement

- Stay informed on industry trends, regulations, and sustainability developments.
- Identify and promote recyclable, biodegradable, and eco-friendly packaging solutions.

- Represent the company at trade shows, industry forums, and conferences.
- Work with marketing teams to create locally relevant promotional materials.

Education & Qualifications

- A Bachelor's degree in Packaging Technology, Polymer Science, Engineering, Business, or any related field.

Requirements

- A minimum of 10 years of experience in B2B sales, business development, or technical sales within the flexible packaging industry.

Characteristics

- Proven track record of success in B2B sales and business development in the flexible packaging sector.
- Strong technical expertise in flexible packaging products and production processes.
- Excellent relationship-building, negotiation, and communication skills.
- Ability to work independently and drive market expansion with minimal supervision.
- Willingness to travel extensively within Tanzania to meet clients and partners.
- Expertise in printing technologies (e.g., flexography, gravure).
- Familiarity with barrier properties of flexible packaging materials.
- Knowledge of lamination, extrusion, and coating technologies.
- Understanding of food safety and regulatory compliance for packaging in Tanzania and East Africa.
- Awareness of sustainable packaging solutions, such as biodegradable films and recyclable laminates.

Reporting To

Sales and Marketing Manager

Driving Licence

Not Required

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