



Job Description

9th Floor Tanzanite Park, Victoria, Dar es Salaam, Tanzania | +255 758 778 886 | info@empower.co.tz

Job Title	Job Location	Category
Commercial Director	Arusha	-
Job Type	Job level	Industry
Full Time	Director / CXO	Leisure & Hospitality

Open to Expatriates

Open to Expatriates & Local Nationals

Minimum Requirements

Min Budget	Max Budget	Primary Industry
-	-	Leisure & Hospitality: 8 Years
Secondary Industry	Primary Category	Secondary Category
-	-	-
Certificate	Qualification	
-	-	

Summary

The Commercial Director is a senior leadership role responsible for driving the Centre's commercial success. This includes shaping and executing sales and marketing strategies, building strategic partnerships, and maximising venue utilisation. The ideal candidate will bring strong leadership, market insight, and business acumen to promote and secure high-value bookings.

Responsibilities

- Facilitate strategic branding of the facility, and pursue new business opportunities locally, regionally, and internationally.
- Lead the development and execution of sales and marketing strategies to meet revenue and occupancy targets.
- Build and maintain relationships with key stakeholders including clients, partners, and industry associations.
- Prepare detailed proposals and lead bidding processes for prospective clients.
- Monitor industry trends, competitor activities, and emerging market opportunities.
- Oversee client accounts, license renewals, and long-term engagement strategies.
- Represent the organisation at trade shows, exhibitions, and industry events.
- Regularly report sales plans, performance metrics, and results to senior management.
- Maintain up-to-date knowledge of facilities, services, suppliers, and industry developments.
- Ensure optimal space utilisation for events to maximise profitability.

Education & Qualifications

- Bachelor's degree in Business Administration, Marketing, Finance, or a related field.
- Proficient in Microsoft Office Suite and relevant business software.
- Strong analytical, negotiation, and project management skills.

Requirements

- Proven experience as a Commercial Director or similar senior commercial leadership role.
- Several years of experience in a commercial or business development role, preferably within conference centres or event facilities.
- Deep understanding of sales, marketing, and market research practices.
- Financial acumen including budgeting and revenue management.
- Contract negotiation and vendor management experience.
- Familiarity with compliance and regulatory environments.
- Willingness to travel as required for business purposes.

Characteristics

- Strong strategic planning and business development skills.
- Excellent leadership, communication, and interpersonal abilities.
- Demonstrated ability to build, motivate, and manage high-performing teams.
- Strategic mindset with the ability to make data-driven decisions.

Driving Licence

Not Required

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