



Job Description

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Job Title Commercial Sales Lead	Job Location Dar es Salaam	Category Commercial Management
Job Type Full Time	Job level Head of Department	Industry FMCG, Retail & Wholesale
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry FMCG, Retail & Wholesale: 7 Years
Secondary Industry -	Primary Category Commercial Management: 7 Years	Secondary Category -
Certificate -	Qualification -	

Summary

Our client is a results-driven social enterprise focused on family planning, reproductive, and sexual healthcare services, using modern management and marketing techniques. Their goal is to improve the quality of life in Tanzania by increasing access to these services.

The Commercial Sales Lead is a crucial member of the Senior Management Team. This strategic role involves leading the Commercial Sales team and implementing the commercial sales strategy to achieve key performance indicators (KPIs) such as product volumes, service income, distribution coverage, and financial metrics like gross margin and surplus. The role includes responsibility for product marketing, distributor management, branding, and demand generation. Additionally, the Commercial Sales Lead will collaborate closely with the supply chain team to avoid stock shortages and write-offs. The role oversees the sales performance and marketing of products, including pharmaceuticals, medical devices, and fast-moving consumer goods (FMCG).

Responsibilities

- Overseeing Commercial Sales of Products
- Develop Integrated marketing and sales strategies/plans and manage its implementation.
- Marketing and Communication Support to Other Departments
- Team Leadership

Education & Qualifications

- University degree in the relevant field
- Management/business qualification (desirable), postgraduate qualification preferable.
- Knowledge of Family Planning is added advantage.

Requirements

- Minimum 7 years experience in sales in the private sector (preferably in a managerial capacity and an international company in the pharmaceutical, FMCG, or health services sector)
- Minimum 7 years' experience working as a member of a senior management team.
- Successful track record in driving sales (income and volume) year-on-year
- Experience and success in recruiting and retaining a high-performance sales team
- Demonstrated ability to achieve sales plans.

- Demonstrated ability to professionally develop and coach team members.
- Strategy development, project management, problem-solving and change management skills.
- Solid understanding of healthcare and regulatory requirements and issues
- Successful track record of managing product and service marketing operations.
- Understand the Tanzanian FMCG and/or pharmaceutical sales sectors.
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Characteristics

- Exceptional negotiation skills and ability to build positive working relationships, both internally and externally.
- Fluent English and Ki-Swahili, both oral and written.
- Computer literacy (MS Office) Proven ability to 'sell' ideas, concepts.
- Ability to lead and inspire staff in internal change processes.
- Creative and strategic thinker.
- Ability to effectively present information and negotiate with all levels of management.
- Demonstrated strong oral and written communication skills.

Reporting To

- Country Director

Driving Licence

Not Required

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