



Job Description

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Job Title Consumer & Trade Activation Manager	Job Location Dar es Salaam	Category Trade Marketing
Job Type Full Time	Job level Manager	Industry FMCG, Retail & Wholesale
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry FMCG, Retail & Wholesale: 4 Years
Secondary Industry -	Primary Category Trade Marketing: 3 Years	Secondary Category -
Certificate -	Qualification -	

Summary

Develop and recommend the transformation of brand strategies into marketing and sales action plans by channel/sub-distribution channels. With sales team collaboration, ensure the optimal coverage of the entire retail universe as planned.

Responsibilities

- Development and implementation of all Annual Plan consumer and trade activation programs. Build and manage excellent customer relationships while ensuring optimal customer service, merchandising excellence and enhance the consumer experience through direct engagement.
- Manage Cycle Plan ensuring that sales team received the objectives, programs and support on time for execution and achievement of volume and distribution targets.
- Develop merchandising solutions for retail and wholesale in line with brand and merchandising guidelines, ensuring the solutions communicate brand visibility effectively and in most cost-efficient manner.
- breakdown the brand portfolio strategies into marketing and sales action plans (program development, management, implementation, and monitoring) by channel/sub-distribution channels; targeting points of sales and type of action to support availability, visibility and building a successful partnership with customers
- Ensure execution of excellent consumer and trade activations while adhering to shared policies and procedures, Code of Conduct and local country regulations.
- Develop and manage best in class platforms and activation initiatives including the Brand Ambassador program (1-2-1 activation) and consumer activation during events ensuring delivery of business/program objectives and strengthening of brand equity
- Develop, manage and implement the Consumer & Trade Activation budget to effectively meet objectives and ROI. Ensure monthly tracking of spend. Responsible for monitoring, controlling and optimization of POSM & PGA budget
- Develop best of class Traditional retail, Modern Trade and business partnership solutions to build brand and company availability, visibility and excellent merchandising solutions.
- Ensure proper implementation of retail loyalty programs targeting the key outlets and extend contracts agreement to gain a competitive edge over direct and indirect competition

- Establish measures of performance (SOM, SOS, P&L and ROI) and targets for all consumer & Trade Activation planned programs (POSM, 1-2-1 & retail activation, Modern Trade) and continuously seek for better effective and efficient approaches for the business
- Responsible for developing and implementing effective Cycle Planning, ensuring the Sales team has relevant and sufficient support in programs to deliver on their objectives.
- Work closely and effectively with the Marketing brand team as well as Sales team to facilitate the deployment of approved action plans, conduct regular field visits to make the necessary adjustments to implement plans. Participate actively during sales cycle plan meetings with ideas and concept proposals for business continuity
- Lead, develop and motivate team members to successfully achieve agreed business objectives. This also involves the managing of all assigned personnel issues which includes recruiting, reviewing, performance, coaching, developing and disciplining as appropriate. Ensure efficient and effective utilization and management of resources, budget, people, time, use of working tool (e.g. vehicle and all related items) in accordance with the company policies and procedures
- To perform any other tasks given by the direct manager

Education & Qualifications

- University Degree in Marketing, Business Administration or Economics

Requirements

- Minimum 5 years in FMCG Marketing or Trade Marketing, Sales or Consumer Activation.
- Understanding of business process, activities planning and ability to analyze data.

Reporting To

Marketing Director

Driving Licence

Not Required

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