



Job Description

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Job Title Country Manager - Cameroon	Job Location Cameron	Category -
Job Type Full Time	Job level Manager	Industry Alcoholic Beverages
Open to Expatriates Open to Expatriates & Local Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Alcoholic Beverages: 3 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Country Manager is responsible for executing and managing Organisation's long- and short-term business strategies in alignment with the company's structure, policies, and culture. The role involves driving business expansion across all functions, leading the management team, and taking full ownership of the country's profit and loss (P&L). The incumbent will guide distribution partner sales teams to build sustainable competitiveness, ensuring continuous volume growth, market share expansion, and strengthening Organisation's brand presence.

Responsibilities

Strategic Leadership and Business Management

- Lead, manage, and deliver on KPIs through the organisation's Global Governance framework.
- Develop and implement the company's business plan to meet and exceed performance targets.
- Formulate, monitor, execute, and interpret the country P&L, budgets, operating expenses, and capital investments.
- Develop and execute both short- and long-term Revenue Growth Management strategies.
- Lead the country management team and ensure effective integration and communication across all business functions.
- Mentor direct and indirect reports, promoting the organisation's values and vision.
- Liaise with and provide required reporting to the Expansion Head Office and the Commercial Strategy Office.

Commercial and Sales Leadership

- Act as Head of the Commercial/Sales function by:
 - Developing and implementing the Route to Market strategy, and supporting regional teams in executing channel and promotional plans.
 - Enhancing team capabilities to manage and develop national and regional key accounts.
 - Building in-depth market understanding, including insights into shoppers, consumers, customers, categories, and competitors.
 - Managing and implementing sales trackers, targets, and incentive programs.
 - Building strong professional relationships with local clients and key stakeholders, including government, media, and partner businesses.
 - Providing commercial inputs into the business S&OP process and contributing to the company's long-term strategic plans.

Strategic and Operational Planning

- Develop strategic business plans aligned with company objectives.

- Compile quarterly operational sales plans in line with the 3-year business strategy.
- Develop the annual Commercial Plan and determine annual budget requirements.
- Provide merchandising and signage support to ensure strong in-trade visibility.
- Maintain strong business relationships and achieve predetermined sales volume and market share targets.
- Maintain product quality standards and ensure compliance with the organisation's credit policy.

In-Trade Execution

- Implement the annual Commercial Plan and oversee trade activities.
- Manage general fridge placements, asset verification, and draught plan execution.
- Coordinate below-the-line (BTL) activities, key account promotional plans, signage plans, and performance audits.
- Conduct weekly trade audits to assess team performance and trade impact.
- Define and execute the pricing strategy.

Opportunity Assessment and Sales Growth

- Drive to exceed sales quotas within the assigned territory while supporting strategic growth objectives and budgets.
- Develop and execute action plans to target prospects and achieve sales goals.
- Identify and pursue new business opportunities, converting prospects into active customers.
- Coordinate product shipping schedules and deliveries to ensure customer satisfaction.

Product Availability and Promotion

- Ensure wide product availability within the assigned territory.
- Oversee the preparation, issuance, and execution of sales and promotional materials.
- Represent the organisation at exhibitions and promotional events.

Sales Standards and Market Intelligence

- Maintain deep knowledge of the organisation's and competitors' products to identify effective promotional strategies.
- Leverage market data and competitive intelligence to strengthen sales execution.
- Monitor retail pricing and market dynamics to maintain competitiveness.

Reporting and Performance Monitoring

- Provide timely feedback on competitor activity and implement responsive action plans.
- Prepare and maintain accurate reports on sales activities, closures, follow-ups, and performance goals.
- Maintain comprehensive sales records for accurate forecasting and performance tracking.
- Collaborate with the Expansion Head Office's Logistics, Supply, Finance, and Commercial teams to streamline reporting and enhance business cycles.

Education & Qualifications

- Bachelor's/Master's degree or equivalent
- Fluent in both English and French
- MS Office skills
- Negotiation certification (advantageous)
- Six Sigma certification (advantageous)
- Agile / SCRUM certification (advantageous)
- Valid driving licence

Requirements

- 3 – 5 years management experience
- Management experience at senior levels
- Extensive FMCG experience
- Organisation's product & industry knowledge (advantageous)
- Ability to work cross-functionally and manage multiple stakeholders
- Experience in leading change and transformation

Characteristics

- Business acumen
- Excellent negotiation skills
- Good presentation skills
- Team player with outstanding interpersonal skills
- Result-oriented
- General management skills
- Analytical and problem-solving skills
- Sensitive to cultural and gender nuances in the workplace
- High energy level and ability to work long hours and under pressure
- Challenger of the status quo
- Driven to implement change and transformation
- Ability to work in a well-organized, independent, and reliable manner

Driving Licence

Required

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