



Job Description

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Job Title General Manager	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Managing Director / CEO	Industry Advertising
Open to Expatriates Open to Expatriates & Local Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Advertising: 10 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The General Manager oversees daily operations, ensuring client satisfaction, campaign success, and profitability. They set goals, manage budgets, lead teams, and build client relationships while staying updated on industry trends.

Responsibilities

- **Strategic Leadership:** Develop and implement the agency's vision and long-term strategies to enhance market positioning and sustainability.
- **Operations Management:** Optimize workflows and establish quality control processes to ensure efficient project delivery.
- **Financial Management:** Manage budgets, monitor financial performance, and conduct profitability analyses to drive cost control.
- **Team Leadership:** Foster a positive company culture, mentor staff, and promote accountability and innovation within the team.
- **Client Relations:** Build and maintain strong client relationships, addressing concerns promptly and incorporating feedback for service improvement.
- **Marketing and Branding:** Oversee digital marketing efforts and manage the agency's branding initiatives to increase visibility.
- **Compliance and Risk Management:** Ensure compliance with legal standards through policy development and crisis preparedness.
- **Reporting and Communication:** Establish performance metrics and facilitate cross-departmental collaboration for cohesive project execution.
- **Innovation and Trend Analysis:** Monitor industry trends and provide creative oversight to align campaigns with client goals.
- **Stakeholder Management:** Engage with stakeholders and the board to communicate business performance and growth strategies.
- **Community Engagement:** Lead corporate social responsibility initiatives and advocate for sustainable practices within the agency.

Education & Qualifications

- **Bachelor's Degree:** A degree in marketing, business administration, communications, or a related field. MBA is an added advantage.
- **Professional Experience:** At least 6-10 years of experience in advertising, marketing, or a related field.

Characteristics

- **Leadership Skills:** Strong leadership and team management capabilities, with experience in mentoring and developing staff.
- **Financial Acumen:** Proficiency in budgeting, financial analysis, and cost management.
- **Communication Skills:** Excellent verbal and written communication skills for effective client and stakeholder engagement.
- **Strategic Thinking:** Ability to develop and implement strategic plans aligned with business goals.
- **Problem-Solving Skills:** Strong analytical and problem-solving abilities to navigate challenges and make informed decisions.
- **Project Management Skills:** Experience with project management methodologies and tools to oversee multiple campaigns effectively.

Driving Licence

Not Required

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