



# Job Description

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<b>Job Title</b> Head of Commercial	<b>Job Location</b> Dar es Salaam	<b>Category</b> Commercial Management
<b>Job Type</b> Full Time	<b>Job level</b> Head of Department	<b>Industry</b> Construction
<b>Open to Expatriates</b> Open to Expatriates & Local Nationals		

## Minimum Requirements

<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> Construction: 10 Years
<b>Secondary Industry</b> -	<b>Primary Category</b> Commercial Management: 10 Years	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

This role is for a highly skilled Head of Commercial who is both a strategic thinker and an on the ground operator who is a proactive, results orientated implementer. Resourcefulness and ability to understand the market needs within the culture and operating norms of a developing African country is paramount to success. As is the ability to inspire and motivate outstanding performance from the Sales, by identifying, attracting, developing and managing talent.

## Responsibilities

- Advise shareholders / senior management of new business opportunities, actively participate in researching ways to increase business portfolio growth / efficiencies (with focus on projects & Chryso Construction Chemical admixtures), whilst optimising management costs and increase revenue growth and gain market share.
- Create Sales and assists with Marketing plans to achieve the growth aspirations of the business.
- Create and manage the Sales budgets.
- Meet commercial objectives of the organisation in respect of turnover.
- Work with the CEO to set sales targets; monitor and maintain recommended interventions where necessary.
- Break down sales objectives by product into measurable KPI's monitored by monthly milestones and in line with the commercial objectives of the business.
- Analyse Sales Reports and Dashboard and present to Management Team regularly.
- Proactively manage and capacity build a results-orientated sales team following agreed KPIs.
- Collaborate with the Marketing Team on:
  - marketing, advertising and promotions and develop strategy to communicate brand values of the company and the respective brand values of key products.
  - marketing plans and budget, modifying this in line with sales and commercial achievements during the year.
- Champion and lead our efforts to establish ourselves as a leading construction chemical (admixtures) manufacturer.

### Responsibilities to lead, direct or delegate:

- Perform sales activities on major accounts or projects and negotiate sales price and discounts in consultation with CEO
- Seek new markets and distribution outlets throughout Tanzania.
- Establish and manage effective programs to compensate, coach, appraise and train sales personnel.
- Assists sales personnel in establishing personal contact and rapport with top echelon decision-makers, and close quality service relationships with key customers. (Relationship building)
- Educates sales team by establishing programs/seminars in the areas of new account sales and growth, sales of emerging products and multi-product sales, profitability, improved presentation strategies, competitive strategies, proper use and level of

sales support, management of expenses and business/financial issues on contracts.

- Provides six monthly results assessments of sales staff's productivity.
- Reviews progress of sales roles throughout the company, and presents monthly sales reports to Senior Management, with necessary analysis and recommendations.
- Collaborates with Marketing and Operations Manager to ensure slow moving stock, stock nearing expiry date and damaged stock recovery, are limited in quantity and best sale recovery strategy is agreed and implemented.
- Forecasts annual, quarterly and monthly revenue streams, in line with company targets and growth strategy.
- Develops specific plans to ensure revenue growth in all company's products.
- Coordinates proper company resources to ensure efficient and stable sales results.
- Formulates all sales policies, practices and procedures, in collaboration with the CEO.
- Collaborates with Marketing Manager to develop sales strategies to improve market share in all product lines.
- Interprets short- and long-term effects on sales strategies.
- Reviews expenses and recommends economies.

## Education & Qualifications

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- A relevant university degree: Technical or Commercial

## Requirements

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- Career experience proving high achievement and leadership in Sales Management which will bring new, capacity building skill sets and experience to the company.
- Africa experience is essential.
- Construction product knowledge and experience is essential & experience with admixtures is a must.
- Problem-solving and analytical skills to interpret sales performance and market trend information.
- Proven ability to motivate, coach and lead the sales team.
- Experience in developing sales and marketing strategies.
- Experience in strategic planning and forecasting of sales and budgets.
- Excellent oral and written communication skills in English is essential (in Swahili is a bonus).

## Characteristics

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### Key Skills and Attributes

#### Leadership:

- Excellent leadership, management and mentoring skills and lead by example; High level of responsibility, accountability and integrity, not just for Sales Dept, but holistically for the company as a whole.

#### Essential attributes:

- Growth Mindset: great attitude, engagement & energy
- Critical Thinking Skills: be solution oriented.
- Brand Ambassador: live & breathe the values of the organization.
- Impactful: desire to make a mark & leave a legacy
- Integrity: Be incorruptible & do the right thing even when no one is watching you

#### On the ground:

- Confident and Instinctive,
- An enthusiastic and natural salesperson.
- Knowledgeable: products / building industry; keeping up to date with building techniques and product trends and innovation; local content (building challenges, needs and opportunities in TZ; quick to learn; ditto above for sales techniques and team leading;
- Proactive initiator - constantly looking out for new ideas, contacts, networking, etc.
- Results orientated
- Excellent English: written and spoken and the ability to articulate themselves well in a logical and concise command is Swahili would be highly desired.
- Firm but approachable; good natured but not intimidated.
- Good Customer service skills, but intelligent discretion when dealing with difficult customers.
- Creative: be able to think "out of the box" – read customers/markets and understand products
- Computer Skills: Have a good working knowledge of Word/Excel/ and learn SAGE 300 system

**Reporting To**

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GEO

**Driving Licence**

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Required

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