



# Job Description

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<b>Job Title</b> Head of Marketing	<b>Job Location</b> Dar es Salaam	<b>Category</b> -
<b>Job Type</b> Full Time	<b>Job level</b> Manager	<b>Industry</b> Construction

**Open to Expatriates**  
Only Open to Tanzanian 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> -	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

Head of Marketing will lead company's brand, marketing, and customer experience strategy to drive growth, loyalty, and digital transformation. This role integrates omni-channel marketing, customer insights, and service excellence to deliver a seamless and personalised experience across all touch-points. The incumbent will champion service and product innovation, data-driven decision-making, and cross-functional collaboration to position the Company as a customer-centric market leader.

## Responsibilities

### Responsibility for Internal and external relations

Internal:

- Oversee all marketing manager activities within Comapany
- Sales, Procurement, Production, Marketing, IT, Retail Operations, Logistics, Finance

External:

- Advertising, experiential, digital and PR Agencies
- Media Partners
- Industry Stakeholders and Associations
- Strategic Partners

### Key responsibilities:

#### 1. Strategic Marketing Leadership

- Working with the Executive Team, provide marketing inputs to the Company Business Plan to facilitate business growth
- Develop and execute integrated marketing strategies aligned with business goals.
- Oversee brand positioning, campaign development, and product marketing.
- Lead digital marketing initiatives including SEO/SEM, social media, and content strategy.
- Manage agency relationships and marketing budgets for optimal ROI.
- Plan and administer the company's Marketing and Support budget

#### 2. Data & Insights

- Analyse customer segmentation and behaviour to inform marketing and service strategies.
- Provide actionable insights to leadership for product, service, and experience improvements.
- Monitor and report on KPIs including brand equity, digital engagement, retention, and advocacy.

- Measuring success (develop appropriate metrics, including sales figures, market share data, customer satisfaction).

### 3. **Business Development, New Product Development (NPD)**

- Work closely with product specialists drive business development and new product
- Lead the planning, creation and production of communications strategies and executions to ensure market success for new products, new business activities and programs
- Liaise with Group Business Insights & Intelligence to undertake market research to inform business decisions in new product development, or product and service enhancement
- Develop and manage all external and internal communications and systems
- Develop and manage Reputation Management communication and systems and communication protocols including Crisis Communication protocols
- Drive Corporate Social Investment programmes: strategy, implementation, and leveraging
- Develop Brand Corporate Identity (CI) with the necessary application manuals and control protocols in alignment with the Group policies

### 4. **Brand Marketing and Communications**

- Develop annual brand marketing plans and liaise with the Business Unit Head and Group Head of Marketing and Product Portfolio for approvals
- Provide input into the development of new brands and the review of existing ones
- Manage brand alignment across varied territories, harmonize and integrate regional synergies through consumer and trade promotion initiatives.
- Manage day to day activity with PR, press and marketing communications agencies.
- Develop and manage the infrastructure and policies for web and digital communication to deliver commercial impact to the business
- Work with regional offices in designing and implementing CRM and client contact systems.
- Develop policies for the use of client and prospect databases, mailing list usage, data integrity, security, and marketing content

### 5. **Team & Process Leadership**

- Redefine the company's orientation strategic marketing with digital fluency.
- Establish and consistently deliver on KPIs across marketing and trade channels (response time, engagement, CSAT).
- Promote continuous improvement using design thinking methodologies.

### 6. **Collaboration & Advocacy**

- Partner with Sales, Logistics, Customer Service, and Retail Operations functions to enhance end-to-end experience. Convert satisfied customers into brand advocates through testimonial programs and online reviews.
- Represent the "voice of the customer" in executive forums with data-backed insights

#### **Job dimensions:**

##### **Financial responsibilities:**

- Accountable for monitoring and managing marketing expenditure.
- Responsible for developing and managing the annual marketing budget.

##### **Responsibility for Physical Assets:**

- Custodian of marketing materials, branding assets, and promotional items.

##### **Budgetary responsibility:**

- Responsible for developing and managing marketing Annual Budget

##### **Responsibility for Procurement:**

- Yes – subject to consultation with the CEO and the Group Head of Marketing

##### **Decision Making/Job influence:**

- Yes – strategic and operational influence across the organization.

##### **Working conditions:**

- Regular interaction with internal stakeholders (management, employees) and external parties (consultants, customers, agents, regulatory bodies).

- Standard business working hours, with occasional extended hours as per business demand.
- Requires use of standard office equipment
- The role demands high levels of confidentiality, emotional intelligence, and
- resilience when handling sensitive matters.
- Balances strategic planning with hands-on execution in a dynamic, fast-paced

## Education & Qualifications

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- Bachelor's degree in Degree in Public Relations, Marketing and Communications
- Masters in Marketing, CIM qualifications

## Requirements

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- General work experience: Minimum of 10 years of general experience
- Specific to the position: Minimum 3 years as a Marketing Manager
- Working knowledge of and exposure to customer experience design and execution

## Characteristics

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### Key Competencies and Skills

- Strategic marketing and brand management
- Digital fluency and data-driven decision-making
- Customer-centric mindset and innovation orientation

### Language Requirements

- Kiswahili
- English

### Computer Literacy

- MS Office packages

### Personality Profile

- Leadership and people development
- Stakeholder engagement and communication
- Project management and execution discipline
- Positive
- Fast paced and prompt
- Achievement oriented

### Additional / Specific Work Requirements

- Strong attention to detail
- Excellent time management
- Effective planning and coordination
- High integrity and confidentiality
- Strong interpersonal skills
- Strategic and analytical thinking
- Flexibility and adaptability
- Commitment to continuous learning

## Reporting To

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Business Head

## Driving Licence

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Not Required

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