



Job Description

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Job Title Head of Sales	Job Location Arusha	Category -
Job Type Full Time	Job level Head of Department	Industry Manufacturing
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Manufacturing: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

We are looking for a high-caliber, commercially driven sales leader with a strong track record in developing and executing sales strategies, driving revenue growth, managing diverse sales teams, strengthening customer relationships, and expanding market presence. Given the scale and complexity of company's manufacturing operations, the ideal candidate should have the maturity, leadership capability, and strategic orientation required to operate at a senior management level.

Responsibilities

1. Strategic Sales Leadership

- Develop and execute division-specific sales strategies for Flexible Packaging, Woven Sacks, Agroz Hermetic Bags/Nets, Health Products, Textiles/Garments, and Recycling-based products.
- Translate company Group's growth vision into commercial targets for each business unit.
- Align sales plans with production capabilities and capacity across all factories.

2. Team Leadership & Performance

- Lead, coach, and motivate multi-division sales teams with KPIs per product category.
- Build specialist teams for technical products.
- Provide division-specific product training.

3. Sales Targets, Market Penetration & Expansion

- Set revenue, volume, and margin targets for each division.
- Expand presence across domestic Tanzanian markets and East & Central Africa.
- East African market experience preferred but not essential.

4. Customer & Key Account Management

- Maintain strong relationships with water companies, beverage manufacturers, flour mills, agro-dealers, NGOs, and medical procurement entities.
- Lead negotiations for long-term contracts and tenders.

- Resolve customer issues efficiently.

5. Pricing, Margins, and Commercial Governance

- Create pricing models tailored to each division.
- Develop discount structures and tender pricing frameworks.
- Ensure compliance with policies and margin protection rules.

6. Cross-Functional Collaboration

- Work with manufacturing, marketing, finance, and logistics teams.
- Sync sales projections with production capacity.
- Support marketing on branding and product promotions.

7. Market Intelligence & Product Development

- Analyze trends in packaging, agriculture, sustainability, medical, and textiles sectors.
- Recommend new product lines and innovations.
- Track competitors and market shifts.

8. Sales Forecasting & CRM Management

- Implement accurate forecasting models.
- Monitor sales dashboards and CRM reports.
- Deliver monthly and quarterly performance summaries.

9. Representation & Brand Positioning

- Represent company at trade fairs, agriculture expos, procurement forums, packaging, summits, and medical conferences.
- Strengthen brand visibility for each division.

Education & Qualifications

- Bachelor's degree in business, Marketing, Industrial Management, or related field.
- Master's preferred.

Requirements

- 5-7 years Of sales leadership experience in manufacturing (plastics, packaging, agro-inputs, medical supplies, textiles, or FMCG).
- Experience in East Africa market is preferred but not essential.
- Ability to manage sales in both domestic and regional markets.
- Strong negotiation, communication, and leadership skills.
- Proven track record in meeting revenue targets across multiple product lines.
- CRM proficiency and strong analytical skills.
- Financial acumen for pricing, tenders, and margin management.

Characteristics

- Sales Strategy Development
- Team Leadership
- Customer Relationship Building
- Market Analysis
- Forecasting
- Negotiation
- Financial Understanding
- Communication & Presentation
- CRM & Reporting

Driving Licence

Not Required

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