



# Job Description

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<b>Job Title</b> Head of Sales and Marketing	<b>Job Location</b> Dar es Salaam	<b>Category</b> -
<b>Job Type</b> Full Time	<b>Job level</b> Head of Department	<b>Industry</b> Insurance

**Open to Expatriates**  
Only Open to Tanzanian Nationals

## Minimum Requirements

<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> Insurance: 8 Years
<b>Secondary Industry</b> -	<b>Primary Category</b> -	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

The Head of Sales and Marketing is responsible for leading and managing all aspects of the sales and marketing functions within the company's department. This role involves developing and implementing strategic sales and marketing plans to achieve business objectives, drive revenue growth, and enhance brand awareness and market presence.

## Responsibilities

### Strategic Planning:

- Develop and execute comprehensive sales and marketing strategies aligned with the organization's overall objectives and growth targets.
- Analyse market trends, competitor activities, and customer insights to identify opportunities for business expansion and differentiation.
- Develop and monitor expenditure budget/actual and control costs.
- Monitor competitor activities, evaluate recommend competitive strategy and pricing levels to deliver expected yield, margin, and revenue targets.

### Sales Management:

- Provide input and participate in the identification and progress of new business opportunities for revenue growth.
- Lead the sales team in setting and achieving sales targets and objectives.
- Assess and propose appropriate incentive schemes to enhance productivity, efficiency, and maximisation of revenue.
- Implement sales processes, systems, and tools to streamline operations and enhance productivity
- Monitor sales performance metrics and KPIs, analyse sales data, and generate reports for management review.
- Ensure compliance with AIT and regulatory policy recommending action where necessary in order to minimise risk.
- Interact with customers during seminars, tradeshows, and in customer visits. Create and deliver internal and external product-related presentations.
- Monitor competitor activities, evaluate recommend competitive strategy and pricing levels to deliver expected yield margin, and revenue targets.

### Marketing Management:

- Oversee the development and execution of marketing campaigns, promotions, and initiatives to generate leads and drive customer acquisition.

- Manage the marketing team in creating compelling marketing collateral, content, and messaging to support sales efforts and enhance brand visibility.
- Monitor marketing ROI and effectiveness, and adjust strategies and tactics as needed to optimize results.

#### **Cross-functional Collaboration:**

- Collaborate closely with product development, operations, and other departments to ensure alignment between sales, marketing, and product/service offerings.
- Coordinate with senior management to provide input into strategic decision-making processes and contribute to the overall growth and success of the organization.

#### **Team Leadership and Development:**

- Provide guidance, coaching, and support to sales representatives to optimize performance and maximize sales effectiveness.
- Recruit, train, and develop a high-performing sales and marketing team capable of achieving business objectives.
- Foster a culture of collaboration, innovation, and continuous learning within the sales and marketing departments.
- Provide mentorship, guidance, and performance feedback to team members to support their professional growth and development.

#### **KPI & MEASURE**

##### **Sales Performance**

- Market share growth
- Periodic Report evaluating sales performance and trends
- Growth relationships with sales and marketing stakeholder (contracts)
- Achieved sales and marketing targets.
- Execution of department calendar
- Department budget optimised.
- Partnerships with stakeholders' new customers

##### **Team Management**

- Deployment of effective sales team
- Enhanced team collaboration and superior performance

##### **Marketing Management**

- Brand awareness measures the extent to which target audiences recognize and recall a brand.
- ROI measures the profitability of marketing campaigns by comparing the revenue generated against the cost of investment.

#### **Education & Qualifications**

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- Bachelor of Commerce, Business Administration or any other related field

#### **Requirements**

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- 8+ years professional experience in sales and marketing of which a minimum of 4 years in a leadership role.

#### **Characteristics**

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- Honesty and integrity
- Leadership skills with the ability to delegate, motivate and inspire team members.
- Critical thinker and problem-solving skills
- An analytical mind with a strategic ability
- Outstanding communication and interpersonal abilities
- Team player and decision-making skills
- Strategic and innovative

#### **Reporting To**

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Managing Director

**Driving Licence**

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Not Required

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