



Job Description

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Job Title Head of Sales Ops	Job Location Dar es Salaam	Category Sales, Trade Marketing
Job Type Full Time	Job level Head of Department	Industry FMCG, Retail & Wholesale, Manufacturing
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry FMCG, Retail & Wholesale: 5 Years
Secondary Industry Manufacturing: 3 Years	Primary Category Sales: 5 Years	Secondary Category Trade Marketing: 2 Years
Certificate -	Qualification -	

Summary

Responsible for the effective management and investment of the customer consideration budget, Sales driver A&P budget, and the coordination and execution of all marketing A&P budgets assigned towards the delivery of brand visibility, POS material BTL (Below the line).

Responsibilities

This role is a key strategic contact between the company and other trade partners and therefore it is expected to have high levels of respect/contact in managing relationships. This role has allocated resources and budgets.

- Off-trade & On-trade Key account executives report directly into this role
- Commercial planning and coordination of all trade and BTL activities across the business
- Trade strategy development, entrenchment in the commercial planning process
- Merchandise/POS identification, placement coordination, design, and procurement
- Sales Driver programs development and execution
- Stewardship of the measurement and evaluation of programs executed in trade
- Complete stewardship and execution of the total company BTL A& P budget in Tanzania

Education & Qualifications

- Bachelor Degree in a business-related field
- Formal business qualification ideal, MBA preferred

Requirements

- At least seven (7) years experience in a similar role
- Extensive business experience gained at a senior level in a multinational corporate environment, with proven capabilities in the FMCG industry and related business issues such as brand management or brand financial management, production, logistics; Risk management techniques; Strategy development and execution; Business consulting; and Project Management.

Reporting To

Sales Director

Driving Licence

Not Required

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