

Job Description

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Job Title Job Location Category

High-End Sales Manager Dar es Salaam Sales, Trade Marketing

Job Type Job level Industry

Full Time Manager Alcoholic Beverages

Open to Expatriates

Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget Max Budget Primary Industry

- - Alcoholic Beverages: 3 Years

Secondary Industry Primary Category Secondary Category

- Sales: 3 Years Trade Marketing: 3 Years

Certificate Qualification
- Degree

Summary

Accountable for managing High End brands in Tanzania through effective planning, organizing, directing, controlling, and execution of sales through the High Mainstream and High End network.

Responsibilities

Responsible for all national and regional group accounts for the area.

- · Calling on customers
- · Achieve sales targets
- · Ordering of stock and rebate negotiation
- · In-store promotional implementation
- · Ensure in-store pricing, displays and distribution is achieved according to company standards
- · Monitor opposition activity and implement reactive and proactive
- Identify opportunities within the market to increase sales volumes and market share
- Grow market share through innovative ideas
- · Customer and consumer research
- Detailed quarterly plan input with clear results driven outputs (measurable)
- Fridge placement plan into market to own cold space
- Merchandising execution plan by channel
- Price Management
- Own the execution & sales results of the HE portfolio in the sales territory and act on market opportunities.
- Participate in the execution of events such as samplings, beer dinners, and craft beer educational presentations for customers and consumers
- . Work with wholesaler to ensure all chain commitments are delivered and items not brought in are kept to a minimal
- · Work with wholesaler to order during trimester order windows
- Build relationship with wholesaler management and region teams.
- Participate actively in HE forecasting and ensure its accuracy
- Effectively coordinate and communicate with management, distributors, and HE Controllers to facilitate the effective development and execution of programs and business
- Establish distribution, display, feature ad, retail promotion, and space management objectives that produce

Requirements

Relevant Commercial qualification

- 3 years + relevant experience
- Experience within FMCG environment
- Attention to detail/ a bit sophisticated
- · Results focused
- · Action oriented
- Analytical
- Exposed to Spirit / whisky's and Champaign (added advantage)
- Fluent in English & Swahili
- French Speaking (added advantage)

Reporting To

• High End Director

Driving Licence

Not Required

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