



# Job Description

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<b>Job Title</b> High-End Sales Manager	<b>Job Location</b> Dar es Salaam	<b>Category</b> Sales, Trade Marketing
<b>Job Type</b> Full Time	<b>Job level</b> Manager	<b>Industry</b> Alcoholic Beverages
<b>Open to Expatriates</b> Only Open to Tanzanian Nationals		

## Minimum Requirements

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<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> Alcoholic Beverages: 3 Years
<b>Secondary Industry</b> -	<b>Primary Category</b> Sales: 3 Years	<b>Secondary Category</b> Trade Marketing: 3 Years
<b>Certificate</b> -	<b>Qualification</b> Degree	

## Summary

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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

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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**

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- 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**

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- High End Director

## **Driving Licence**

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Not Required

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