



Job Description

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Job Title Key Account Manager	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Manager	Industry FMCG, Retail & Wholesale

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry FMCG, Retail & Wholesale: 4 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Key Accounts Manager ensures sustainable growth and smooth operations across key accounts, including distributors, wholesalers, supermarkets, and retail clients (e.g., airlines, fuel stations, cinemas, universities). The role focuses on building strong relationships with branch managers to maintain optimal stock levels, enhance product visibility, and consistently achieve sales targets. The Key Accounts Manager will have the opportunity to contribute to the exciting growth journey of the company.

Responsibilities

Key account growth & relationship management

- Visit key accounts daily to assess stock levels, ensure product availability, and identify replenishment needs
- Build and maintain strong relationships with branch managers to ensure brand visibility and cooperation
- Act as a trusted advisor by providing product insights and addressing challenges proactively
- Recruit & convert new key accounts and expand partnerships with new clients

Merchandising & product presentation

- Ensure optimal product presentation to attract customers and drive sales
- Monitor product shelf space, ensuring premium placement on gondolas, shelves, or special displays
- Secure prime shelf space through negotiation to maintain product visibility
- Confirm merchandising materials, such as posters, wobblers, and stickers, are correctly positioned and maintained

Promotional campaigns & sampling

- Collaborate with branch managers and in-store staff to implement promotional campaigns effectively
- Organize sampling sessions with brand ambassadors to promote products in key outlets
- Collaborate with the Commercial Manager and marketing team to execute product activations at retail locations

Personality & collaboration

- Foster a positive, energetic, and results-oriented environment with retail and in-store teams
- Work with the Commercial Manager to develop targeted growth strategies for key accounts
- Engage in problem-solving to prevent stockouts or service disruptions
- Maintain clear communication between in-store teams and Mapinga Premium Foods to resolve issues efficiently

Sales monitoring & reporting

- Provide reports to Commercial Manager daily and weekly sales volumes for each key account to identify trends and growth opportunities
- Provide reports to the Commercial Manager on performance, stock status, and areas requiring attention
- Ensure a consistent weekly order rhythm by following up with accounts and confirming timely orders

Requirements

- 4 to 5 years of FMGC sales or account management experience with distributors, wholesalers or HORECA accounts

Characteristics

- Proven ability to build and manage long-term relationships with retail managers and store staff
- Energetic and sales-driven personality with a track record of meeting and exceeding targets
- Excellent communication skills to influence and convince retail partners
- Experience with merchandising and product presentation strategies
- Strong problem-solving skills to quickly resolve issues and prevent stockouts
- Self-motivated with the ability to manage multiple accounts and priorities
- Ability to thrive in a fast-paced, target-driven environment
- Ability to create structure and deliver results in a scale-up environment

Driving Licence

Not Required

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