



Job Description

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Job Title Lubes Marketer	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Intermediate	Industry Oil & Gas
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Oil & Gas: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Lubricants Marketer will be responsible for delivering marketing operational excellence by implementing agreed lubricants marketing initiatives, campaigns, programs, tools and training that support market penetration, brand growth and financial results.

Responsibilities

- Conduct detailed market analysis to identify customer trends, competitor activities, pricing shifts and sector performance across Distributor, CODO and Super Dealer channels.
- Develop and execute indirect marketing strategies covering pricing, branding, product positioning, merchandising, promotions, segmentation and customer engagement.
- Coordinate all brand adaptation initiatives including packaging updates, POS materials, visibility assets and local promotional content.
- Design and deliver marketing campaigns, activations and retail engagement programs to drive product uptake and brand loyalty.
- Support distributors and CODO shops with on-ground execution of marketing plans, ensuring proper branding standards and program compliance.
- Analyze sales data, distributor performance, product mix, portfolio penetration and recommend corrective interventions.
- Develop integrated communication plans including digital marketing, social media, SMS/WhatsApp channels and targeted customer outreach.
- Lead internal reviews of marketing programs, extract learnings, document best practices and support future planning cycles.
- Work closely with Supply Chain to ensure product availability, packaging alignment and stock readiness for promotions.
- Develop and maintain marketing training materials for distributors, field teams and CODO operators.
- Manage procurement of marketing materials, coordinate with vendors, ensure cost efficiency and adherence to quality standards.
- Support launch of new lubricant products including testing, positioning, roll-out plans and customer education campaigns.
- Ensure marketing activities comply with HSSEQ standards and brand integrity guidelines.
- Collaborate with Sales, Retail, Technical and Finance teams to ensure alignment on strategy, pricing, promotions and growth plans.

Education & Qualifications

- A Bachelor's degree in Marketing

Requirements

- A minimum of 5 years experience in marketing or FMCG marketing support

Characteristics

- Strong analytical skills and familiarity with RTM, pricing and channel management.
- Excellent communication, presentation and project management skills.
- Proficiency in Excel, PowerPoint and digital marketing (added advantage).
- Integrity, self-awareness and leadership, risk awareness, and accountability.
- Acts with honesty and fairness, ensuring all marketing activities and communications are ethical and compliant.
- Takes ownership of decisions, accuracy, budgets, and outcomes, demonstrating strong professional integrity.
- Monitors market trends, competitors, and customer shifts to detect risks and opportunities early.
- Interprets data effectively to generate insights, guide decisions, and flag issues proactively.
- Adjust strategies and execution quickly in response to changing market or business conditions.
- Apply creative and innovative problem-solving to improve marketing effectiveness and overcome challenges.

Reporting To

Lubricants Sales Manager

Driving Licence

Not Required

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