



# Job Description

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<b>Job Title</b> Lubricants B2C Manager	<b>Job Location</b> Dar es Salaam	<b>Category</b> -
<b>Job Type</b> Full Time	<b>Job level</b> Manager	<b>Industry</b> Oil & Gas
<b>Open to Expatriates</b> Only Open to Tanzanian Nationals		

## Minimum Requirements

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

## Summary

The role is responsible for maximizing business value from lubricants sales across all B2C channels in Tanzania, including Retail, while ensuring high levels of customer and trade partner satisfaction to meet market share, volume, and profitability targets. It also involves leading, managing, and developing an effective and knowledgeable B2C sales force to drive market growth and ensure the successful delivery of customer value propositions.

## Responsibilities

- Achieve sales targets on volume, margin, and EBITDA through effective sales force management.
- Recruit new and retain existing B2C lubricant customers in line with company procedures.
- Develop and implement operational plans for B2C lubricants.
- Analyze market trends and opportunities jointly with the Tanzania Marketer.
- Coordinate B2C lubes activities with Supply Chain, Marketing, and Retail to unlock cross-channel value.
- Lead, coach, motivate, and develop the B2C team to meet current and future business needs.
- Ensure HSSE practices are embedded in customer value proposition implementation.
- Control credit, rebates, and pricing within approved boundaries.
- Implement key marketing, sales development, and technical programmes.
- Drive consistent use of sales tools (e.g., POPSA, SPANCOP) within the team.
- Participate in the development and execution of B2C market strategies and tactics.
- Deliver significant and profitable growth in CODO, Distributor, Reseller, FWS, IWS, and spare part channels while avoiding channel conflicts.
- Ensure consistent implementation of B2C customer value propositions and strategic alignment across all channels.
- Coordinate business plans, initiatives, and pricing strategies across departments to ensure coherence and avoid conflicts.

## Education & Qualifications

- A Bachelors degree in Sales & Marketing or any related field

## Requirements

- A minimum of 5 years of proven success in B2C commercial activities, including Marketing, Sales, and Channel Management.

## Characteristics

- Demonstrated experience in leading and developing sales teams.
- Strong relationship management and stakeholder engagement skills.
- English language proficiency
- Strong selling and negotiation skills.
- Coaching and people development capability.
- Market awareness and customer-centric mindset.
- Ability to deliver results under pressure.
- Teamwork and cross-functional collaboration.
- Channel Management knowledge.
- Pricing management.
- Lubes technical understanding and supply chain coordination

### **Reporting To**

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Lubricants Sales Manager

### **Driving Licence**

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Not Required

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