



# Job Description

9th Floor Tanzanite Park, Victoria, Dar es Salaam, Tanzania | +255 758 778 886 | info@empower.co.tz

---

**Job Title**

Marketing & Customer Service  
Coordinator

**Job Location**

Dar es Salaam

**Category**

Marketing

**Job Type**

Full Time

**Job level**

Intermediate

**Industry**

Construction, Chemical Manufacturing

**Open to Expatriates**

Only Open to Tanzanian Nationals

---

**Minimum Requirements**

---

**Min Budget**

-

**Max Budget**

-

**Primary Industry**

Construction: 5 Years

**Secondary Industry**

Chemical Manufacturing: 3 Years

**Primary Category**

Marketing: 5 Years

**Secondary Category**

-

**Certificate -****Qualification -**

---

**Summary**

---

This role is for a leading multinational company in the field of construction chemicals with a strong tradition in innovation and quality, continuously developing products and solutions that create new opportunities for the company, its employees, and customers.

The Marketing & Customer Service Coordinator will oversee and take responsibility for all customer queries and to manage all marketing activities.

---

**Responsibilities**

---

**Sales and Marketing**

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-ordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Manage and improve lead generation campaigns, measuring results. Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing

objectives.

- Analysing potential strategic partner relationships for company marketing.

### **Brand Awareness**

- Planning and implementing promotional campaigns
- Overall responsibility for brand management and corporate identity
- Planning of customer functions and golf days

### **Customer Support**

- Ensure all customer queries are dealt with promptly and efficiently.
- Handle all aspects of technical queries that are received telephonically or from walk in
- Supply of electronic or hard copy information to the customer as well as samples that may be required for the correct use of our products.
- Ensure product knowledge of company's products are updated and that correct technical advice is given to the
- Build customer relationships by ensuring that the customer's needs are
- Ensure that all queries are channeled to the relevant sales personnel for their further support if
- Register sales / customer claims / price list through ERP
- Manage customer service

### **General**

- Undertakes such additional duties which may from time to time be assigned to the Employee in the discharg of his /her duties.
- To ensure that a correct and proper image of the Company is maintained at all times.

### **Special requirements**

- Regular and on time attendance
- Will be required to work overtime
- Overseas travel may be required.

### **Education & Qualifications**

---

- NQF 4 Qualification
- Tertiary Sales or Marketing qualification

### **Requirements**

---

- 5 years Marketing Experience
- Experience in promoting brand awareness
- Computer skills
- Customer service experience
- Graphic design capabilities is a plus

### **Characteristics**

---

- Self-starter

- Organizing skills
- Business and result orientation
- Customer orientation
- Attention to detail
- Good communication skills
- Team player
- Cost awareness and accuracy in numerical abilities
- Good negotiation skills
- Interest in technical solutions
- Good social media skills

### **Reporting To**

---

Country Manager

### **Driving Licence**

---

Not Required

To Apply for This Job [Click Here](#)