



Job Description

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Job Title Operations and Sales Manager	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Manager	Industry Entertainment
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Entertainment: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

This role supports the attainment of the overall strategic goals of the company to establish, support, run, maintain and grow the National Lottery in Tanzania, and take overall accountability for retailer acquisition and management, with focus on B2B Partners and Key Accounts

Responsibilities

Field Operations Management

- Supervise and coordinate regional teams to align with company objectives.
- Ensure adherence to local regulations, safety standards, and company policies.
- Develop and enforce operational procedures for efficiency and uniformity.
- Manage budgets for staffing, equipment, and operational costs.
- Monitor fleet operations for route optimization, safety, and compliance.

Retail Rollout and Targets

- Recruit and deploy a national retailer base, achieving a target of 2,000 deployments on time.
- Drive sales and installation targets as set by senior management.
- Ensure consistent regional operations and adherence to key performance metrics.

Compliance and Reporting

- Conduct audits and inspections to maintain operational standards and regulatory compliance.
- Provide detailed reports on field activities, including sales performance, compliance status, and operational efficiency.
- Document and address incidents, ensuring timely resolution.

Financial Management

- Oversee field operations budgets and expenses to maintain fiscal control.
- Track and report on revenue streams, ensuring alignment with financial regulations.
- Optimize inventory usage and manage capital expenditures for field operations.

Sales Performance and Key Account Management

- Build and maintain relationships with B2B partners and key accounts to drive growth.
- Monitor and analyze sales metrics to enhance performance.

- Provide training and support to retailers to maximize engagement and sales.

Marketing Campaign Support

- Coordinate regional execution of marketing campaigns to align with company strategies.
- Monitor campaign performance and gather feedback for improvement.
- Collaborate with retailers to promote in-store marketing activities.

Education & Qualifications

- Bachelor's degree in Sales and Marketing or any other related field

Requirements

- Minimum of 5 years experience in business management and sales.
- Minimum of 5 years in a lottery or gaming sales environment.

Characteristics

- **Effective Communication:** Clear and concise communication tailored to diverse stakeholders.
- **Technical Know-how:** Ability to comprehend and apply complex technical information.
- **Leadership:** Inspires teams with integrity and passion while optimizing outputs.
- **Planning and Organizing:** Methodical approach to managing tasks, ensuring timely and accurate completion.
- **Teamwork:** Creates a collaborative environment, fostering morale and productivity.
- **Problem Solving:** Anticipates and resolves issues with logical and comprehensive solutions.

Driving Licence

Not Required

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