



Job Title	Area Sales Manager
Closing Date	2022/04/22
Reference Number	CCB220411-1
Job Category	Commercial - Sales and Marketing
Company	Coca-Cola Kwanza (Tanzania)
Job Type	Permanent
Location - Country	Tanzania
Location - Province	Not Applicable
Location - Town / City	Mbeya

Job Description

Coca-Cola Kwanza Ltd has an exciting opportunity in Sales & Marketing Department. We are looking for a talented individual with the relevant skills and experience in Sales for an Area Sales Manager position, to be based in Mbeya. The successful candidate will report directly to the respective Regional Sales Manager.

Key Duties & Responsibilities

The incumbent will be responsible in managing and measuring sales targets daily and taking corrective actions with the team. Ensuring the sales and market share targets are met. Allocating resources for maximum return. Manage and ensure OCCD truck utilization is 100%. Ensuring Weekly Team reviews Vs performance. Ensuring Cooler scanning and Verification to the agreed standards. Manage Outlet execution as per RED, PICOS and CSS, standards. Manage Retail recommended Prices in defined territory. Training and coaching team on new Products and Changes. Always ensuring outlet master files are kept up-to-date. Ensuring teams share trade execution activities. Coach and Lead the team on

Trade/Outlet Execution and on guide the team on learning pathway. Plan and implement strategies for Outlet Development both horizontally and vertically. Ensuring compliance to Quality Standards and Manage Trade Replacements. Implementing, reporting, and executing promotional plans and compliance. Attends frequent trade visits to customer stores with relevant regional personnel. Understand pack margin and pack role per customer in order to optimise revenue growth.

Skills, Experience & Education

The candidate should have a bachelors Degree in Business Administration or equivalent; Minimum 5 years' experience in Sales and Marketing; with 2 years experience in a managerial role (Preferably with FMCG). The candidate should have commercial/ Industry awareness, excellent interpersonal and motivational skills. Should also have a great understanding of evolving business needs and how systems can be adapted to meet these needs and add value. Should also be a strategic thinker, flexible, resilient, customer focussed & service orientated individual. Demonstrates high level of integrity

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