

**Job Title****Route to Market Specialist****Closing Date**

2023/04/12

**Reference Number**

CCB230328-2

**Job Category**

Commercial - Sales and Marketing

**Company**

Coca-Cola Kwanza (Tanzania)

**Job Type**

Permanent

**Location - Country**

Tanzania

**Location - Province**

Not Applicable

**Location - Town / City**

Dar es Salaam and 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 Route to Market for a Route to Market Specialist position. The successful candidate will report directly to the respective Route to Market Manager

**Key Duties & Responsibilities**

The incumbent will be responsible for supporting local winning by providing functional expertise, capability building and operational support Sales and Distribution areas:

- Route to Market Execution
- Sales Force Effectiveness (SFE), covering Traditional and Modern trade, channel management, RED execution, efficiency, engagement
- Secondary distribution
- Execution elements of innovation

- Commercial digital agenda, including Sales Force Automation (SFA)

**Skills, Experience & Education** The candidate should have a bachelors Degree in Business Administration or equivalent; 3 years sales experience including experience in a similar or related 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.

**APPLY HERE**