



Job Title	Revenue Growth Manager
Closing Date	2023/09/26
Reference Number	CCB230816-2
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

Job Description	Coca-Cola Kwanza Ltd has an exciting opportunity in Sales & Marketing department. We are looking for the relevant skills, experience and expertise in Sales, Marketing and Revenue Growth management to be successful. The successful candidate will report directly to the Managing Director.
Key Duties & Responsibilities	The role will contribute to Coca-Cola Kwanza vision by maximizing revenue growth through the development of brand, occasion, innovation, packaging and pricing strategy in accordance with RGM "How To Win" goals. The role will also be responsible for;

1. Lead and be responsible for all decision-making relevant to the category, including brand, packaging, pricing, and a strategic look.
2. Design and manage the portfolio of OBPPC, defining brand portfolio strategy by channels, its occasions and revenue pools.

3. Design the OBPPC by country to build their detailed price and pack architecture, competitive review and execution directives that will deliver the revenue and margin targets in line with the OBPPC price
4. Continuously review assortment optimization to drive mix and maximize reviews.
5. Establish commercial policies to define PTC and promotion spend by country, as well as solution-based spendings. Through promotional analytics continuously manage clashing principle with manage depth and frequency of promotions.
6. Perform the commercial policies communication regarding DME and DFR spent by category/channel commercial team
7. Lead and develop breakthrough thinking about how to effectively leverage shopper/occasion marketing portfolio, brand and channel level.
8. Provide local insights and recommendations to maximize revenue and profit growth potential.
9. Build the local market selling stories for sales staff and customers by category, by opportunity region
10. Identify white spaces within category portfolio and drive innovation protocol to unlock value.
11. Support and develop gap closure plan for RGM and Integrated Execution Processes.

Skills, Experience & Education

The incumbent should at least have a degree in Finance, Economics or Business Administration. Post Graduate Economics or Business Administration will be an added advantage. The incumbent should also possess;

1. 10+ years of experience plus 5 years in senior management.
2. Proven broad commercial experience including Revenue Growth Management.
3. Strong understanding of macro business environment.
4. In-depth understanding of the country beverage market, understanding and appreciation of the environment.
5. Proven experience in insight development, both qualitatively and quantitatively.
6. Experience aligning stakeholders cross functionally and between markets.
7. Experience working across multiple markets required, preferably including experience in emerging markets.
8. Significant experience and /or exposure to development and implementation of business strategy, brand marketing, innovation process, strategy development, market segmentation, insight and market research.

General

The incumbent shall be required to demonstrate;

1. High analytical skills
2. Financial & Business acumen
3. Strategic planning
4. Result and Execution driven
5. Customer focused
6. Accountability
7. Operational Management Acumen
8. Strong Organizational process/System awareness and Integration
9. Change Agent

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