



## **JOB TITLE: GTM Manager**

**Location:** Dar Es Salaam, TZ

**Job Function:** Digital Farming

**Job Type:** Permanent

**Job Requisition ID:** 19449

We at Yara are part of a global network, collaborating to profitably and responsibly solve some of the world's key challenges - resource scarcity, food insecurity and environmental change.

### About the Unit

Yara aims to be the crop nutrition company for the future and is leading the development of sustainable agriculture and digital tools to contribute to solving global agricultural challenges. We have a worldwide presence with sales teams in ~150 countries and around 17,000 employees.

Drawing on over a century of crop nutrition experience, Yara established the Digital Farming unit – now **Digital Ag Solutions (DAS)** – to explore how technology could be used to impact farmer livelihoods and productivity. Today, DAS has built products for smallholder and professional farmers, retailers and other farming ecosystem stakeholders across Asia, Africa, the Americas and Europe.

### Responsibilities

The GTM Manager (Go-To-Market Manager) is a position based in Dar es Salaam, Tanzania. This position plans and oversees all in-market digital solutions marketing activities with full accountability for both strategic planning and execution of all digital solution activities.

1. Responsible in building, conceptualizing & executing campaign plan to acquire and engage users at various cycle using different touchpoints.
2. Data-driven marketing planning to hit targets in the most efficient way possible.
3. Work closely with country digital enablement and regional /global lead to translate strategy and market intel into short- and long-term product roll out strategy.
4. Oversee in-market regional campaign and provide constant update on campaign activities in collaboration with data team. Coordinate activities between agency, in-house support, marketing and in-market team to ensure campaign roll out smoothly.
5. Responsible in defining post activity analysis agenda, compile report from various parties and translate data into actionable insight.
6. Initiate and materialize various market experimentation within GTM workstream in collaboration with data analyst, Incubation market team.
7. Seek partnership for our digital platforms and ensure that relationships are cultivated to accomplish the overarching objectives.

#### Profile

- University degree in marketing and or business management is required.
- 5+ years' experience in a similar position or as a marketing manager or performance manager in a global Company.
- 3+ years' experience in user acquisition and engagement marketing for digital solutions is an advantage.
- Marketing and planning skills are an essential skillset.
- Previous experience in Agricultural Industry
- Hands-on knowledge of how your local market activities generate results is required.

#### Additional Information

- Ability to influence others with high level of sensitivity to audience's interests and reframe the discussions to promote better understanding and communication to achieve alignment.
- Build and maintain relationship with stakeholders with inclusive inputs from planning to execution.
- Manage expectations of senior management with regular and relevant updates.
- Be a self-starter, know how to navigate and work with ambiguity and unknown challenges to build our global muscles in prioritized markets.

Apply no later than: 3rd April 2024.

#### **Knowledge grows through differences**

Yara is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. We believe that creating a diverse and inclusive work environment is not only the right thing, but also the smart thing to do. To deliver on this,

Yara has firmly anchored Diversity, Equity & Inclusion (DE&I) in our business strategy and has more than 400 employees worldwide involved in D&I ambassadors networks.

**[APPLY HERE](#)**