



1. Job Title

Sales Manager

Closing Date	2024/09/30
Reference Number	CCB240919-12
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 a talented individual with the relevant skills, experience and expertise in Sales & Marketing for a Sales Manager to be based in Dar es Salaam. The successful candidate will report directly to the Sales & Market Execution Director.
Key Duties & Responsibilities	The Sales Manager will overall be responsible for driving volume & revenue, driving long term growth , leading large & diverse sales team, building key clients relationship and maintaining

company reputation for excellence and financial growth.

The role will also be responsible for;

1. Lead the sales force to ensure superior sales execution and performance across the region
2. Ensure profit delivery and performance according to plans.
3. Own and be accountable for region profit and loss
4. Monitor and review sales and marketing performance, providing guidance and coaching to address any issues.
5. Develop and implement sales force effectiveness and automation capabilities
6. Roll out and ensure effective use of customer segmentation and related toolkits.
7. Manage Right Execution Daily (RED) systems, tracking, contractor Services Level Agreement (SLA) management, and non-conformance.
8. Oversee sales resource planning, merchandising management, and REDMART (Point of Sale (POS) storage, picking, and delivery).
9. Determine functional requirements, population, and location for cold drink equipment (executed by Supply Chain).
10. Collaborate with People & Culture department to ensure appropriate sales force remuneration (fixed and variable).
11. Ensure effective management of third-party distributors by the sales force.
12. Develop action plans to close significant performance gaps
13. Develop and execute channel-specific strategies.
14. Implement promotional programs and activities.
15. Ensure asset care and demand planning.
16. Manage key projects and drive execution standards across all channels.

17. Provide input to the demand planning process.
18. Conduct business reviews with customers.
19. Make frequent trade visits to customer stores with territorial personnel.
20. Optimize revenue growth by understanding pack margin and role per customer.
21. Utilize market research and analysis to formulate programs and provide customer feedback.
22. Build strong customer relationships by identifying business growth opportunities and managing account-specific programs and promotions.
23. Participate in various interactions such as charity sports days, customer conferences, corporate golf days, and international events.
24. Monitor and measure sales targets daily, taking corrective action as needed.
25. Allocate execution resources (e.g., Point of Sale, coolers, promotional materials) for maximum return.
26. Identify and respond to competitor activities.
27. Ensure effective implementation of local and national promotions

Skills, Experience & Education

The incumbent should at least have a bachelor degree in Economics/Business Administration/Marketing. The incumbent should also possess; Approximately 7 – 10 years of relevant experience in sales, marketing, revenue growth management particularly in the FMCG environment. Additionally, a track record of delivering results in a Sales role that focused on building capability. experience in multiple regions will be an added advantage.

The incumbent is also required to possess;

1. Strong analytical skills with product and industry knowledge, and good attention to detail
2. Excellent interpersonal, motivational, and presentation skills
3. Customer-focused with strong negotiation skills and revenue management expertise
4. Strategic thinker with industry and competitor insights
5. Resilient and flexible, able to work under pressure
6. Effective conflict handling and problem-solving abilities
7. Ability to coach and lead, inspiring teams to achieve results, and being an ambassador for the company and brands
8. Understanding of evolving business needs and system adaptation for added value, with a focus on execution excellence and brilliant standards.
9. Leadership and Sales acumen

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2. Job Title

Route to Market Manager

Closing Date	2024/09/30
Reference Number	CCB240919-6
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 a talented individual with the relevant skills, experience and expertise in Sales & Marketing for a Route to Market Manager to be based in Dar es Salaam. The successful candidate will report directly to the Sales & Marketing Director.

Key Duties & Responsibilities

The Route to Market Manager is responsible for developing and continuously improving the Route-to-Market structure with the aims of achieving higher efficiencies in product distribution and a sustained competitive advantage, from both a strategic and an operational view point, consistent with best practice across the country to grow the market effectively.

The role will also be responsible for;

- Provide deep specialist expertise to RTM Team on priority areas related to:
 - RTM design and execution
 - SFE/Sales Force Effectiveness, covering
 - Traditional trade
 - Modern trade
 - Customer segmentation
 - Channel management
 - RED execution and efficiency
 - Sales force engagement
 - Sales force automation, incl. Digital
 - Secondary distribution
 - Execution elements of Innovation projects

- In these areas:
 - Identify, codify and deploy best practices, core processes and enabling systems – this will require effective partnering and collaboration with CCBA to spot practices for deployment in country
 - Design and deploy capability building assets, including learning solutions, development programs, working with in country HR
 - Support local adoption and embedding through training, guidance, coaching and constructive challenge
 - Provide and ensure balanced operational support
 - Manage key interfaces with TCC
 - Measure and benchmark key dimensions of S&D performance for the country

- In addition:
 - Provide specialist support for complex projects, incl. business development
 - Support the Director on providing strategic thought leadership and content that shapes business strategy and plans

Skills, Experience & Education

The incumbent should at least have a degree in Economics or Business Administration. The incumbent should also possess; Approximately 5 – 10 years of relevant corporate experience. Additionally, a track record of delivering results in a Sales role that focused on building capability. experience in multiple regions will be an added advantage.

General

The incumbent shall be required to demonstrate.

1. Sound knowledge and experience of Sales Force Effectiveness and Third-Party Management/Distribution model.
2. Competent understanding of stock management and stock modelling
3. Ability to implement governance and compliance processes.
4. Strong interpersonal and communication skills
5. Ability to build relationships and work effectively across multiple functions, business units and teams.
6. Good cross functional experience and understanding of the value chain.
7. Well organized and able to prioritize and plan work.
8. Strong orientation towards customer service

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