

### Draft Job Description

<b>Position:</b>	Sales & Marketing Manager - Tanzania
<b>Reports to:</b>	Group Marketing and Sales Manager
<b>General Description of Role</b>	Responsible and accountable for all domestic sales and marketing activities related to: <b>Twines, Ropes &amp; Tarpaulins</b> to begin with. Later more products will be added as the candidate holds grip on the job.
<b>Specific Responsibilities and Duties</b>	<p><u>Planning and Budgeting</u></p> <ol style="list-style-type: none"> <li>1. To prepare and submit as required annual budgets, sales and marketing plans for all products for which he is responsible. This responsibility includes the management of the overall process and should involve budgets and plans for the Sales Officers and Sales Promoters.</li> <li>2. To prepare annual expenses budgets as above</li> </ol> <p><u>Sales Management and Supervision of the Sales Force</u></p> <ol style="list-style-type: none"> <li>3. To be responsible for the delivery of the sales budgets as agreed and approved.</li> <li>4. Participate in Regional Radio and National TV programs for the promotion of A to Z Products.</li> <li>5. Effectively organize Demos and Exhibitions.</li> <li>6. To manage and supervise the Sales Officers and Sales Promoters in respect of their sales activities. This responsibility requires regular travel and hands-on supervision. The Sales Officers are responsible for the day-to-day management and supervision of the Sales Promoters.</li> <li>7. To make regular visits to and spot checks of our Distributors.</li> <li>8. To review, supervise and optimise the route plans of the Sales Officers, Sales Promoters and Distributors to ensure increased and adequate coverage of our Dealers and the direct customers in order to maximise sales and eliminate stock-outs.</li> </ol> <p><u>Contract Management and Client Relationship</u></p> <ol style="list-style-type: none"> <li>9. To be familiar with the workings of the A to Z and maintain effective relationships with all stake holders and staff at all levels.</li> </ol> <p><u>Sales Administration and Reporting</u></p> <ol style="list-style-type: none"> <li>10. To report sales of our products on a weekly, monthly and annual basis and to review and monitor the reports of Sales Officers and Sales Promoters for timeliness and accuracy</li> <li>11. To ensure that the appropriate contracts with Dealers are in place and that all relevant contact details are properly recorded.</li> <li>12. To ensure the Sales Officers and Promoters coordinate their work with Promotions and Distribution Partners.</li> </ol> <p><u>Liaison with other Departments</u></p>

	<p>13. Maintain regular contact with the Logistics function to ensure the efficient and timely delivery of products to our customers, the effective monitoring of the company's vehicles and proper management of fuel, repairs and maintenance.</p> <p>14. Maintain regular contact with the Accounting function to ensure the consistent availability of reliable and accurate sales reports.</p> <p>15. Keeps the Product Development function fully aware of any technical performance issues and potential improvements relating to the products.</p>
	<p><u>Market Intelligence</u></p> <p>16. To be aware of and report on the activities of our competitors.</p> <p>17. To understand, collate, analyse and report all data relevant to a complete understanding of the market (actual and potential) for the products under his responsibility.</p>
<b>Mode of Application</b>	All applications should be sent to <a href="mailto:careers3@kprecruiters.co.tz">careers3@kprecruiters.co.tz</a>



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