



## Job Title

**Sales Manager**

Closing Date 2025/04/04

Reference Number CCB250324-3

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 candidate with relevant skills, experience and expertise in Sales & Marketing for a Sales Manager to be based in Dar es Salaam. The candidate will report directly to the Sales Director.

**Key Duties & Responsibilities** The Sales Manager will overall be responsible for driving volume & revenue, driving long term growth, building key clients relationship and maintaining company reputation for excellence and customer satisfaction.

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 the sales force.
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) conformance.
8. Oversee sales resource planning, merchandising management, and REDMART (Point of Purchase) delivery).
9. Determine functional requirements, population, and location for cold drink equipment.
10. Collaborate with People & Culture department to ensure appropriate sales force remuneration.

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 executing targeted promotions.
23. Participate in various interactions such as charity sports days, customer conferences, and community 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 effectiveness.
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; possess; Approximately 7 – 10 years of relevant experience in sales, marketing, revenue growth environment. Additionally, a track record of delivering results in a Sales role that focused on regional markets 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 brand
8. Understanding of evolving business needs and system adaptation for added value, and maintaining high performance standards.
9. Leadership and Sales acumen

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