



Job Title **Key Account & Wholesale Manager**

Closing Date 2025/04/20

Reference Number CCB250410-1

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 Key Account & Wholesale Manager. A successful candidate will report directly to the Sales Director.

Key Duties & Responsibilities The Key Account & Wholesale Manager will overall be responsible for driving volume & revenue for the Key Account and wholesale team, building key clients relationship and maintaining company reputation.

The role will also be responsible for;

- Identify Revenue Opportunities: Seek and capitalize on growth opportunities within the market to drive revenue expansion
- Apply Execution Framework: Manage and enhance margin and revenue growth by applying the Channel execution framework effectively.
- Drive Brand Campaigns: Implement targeted promotions, executions, and brand campaigns for the beverage category.
- Develop Business Plans: Create and implement annual Customer Business Plans that align with the company's incorporating strategic goals and initiatives.
- Ensure Stakeholder Alignment: Align key external stakeholders (e.g., bottlers, The Coca-Cola Company) to the Customer Business Plan to ensure cohesive execution.
- Support New Listings: Oversee the introduction and promotion of new product listings into the market.

- Optimize Plan Performance: Monitor and adjust the performance of the Customer B enhance market share.
- Negotiate Trading Terms: Lead negotiations to secure favorable trading terms and e necessary adjustments to optimize outcomes.
- Manage Key Relationships: Build and sustain strong relationships with National and mutual business growth and collaboration.
- Resolve Financial Issues: Address and resolve financial discrepancies, including prio position for accounts.
- Implement Market-Driven Campaigns: Use market research and customer insights to aligned with Key Performance Indicators (KPIs).
- Develop and execute channel plans, business strategies, promotions, and product la negotiation and JBP with top customers.
- Analyze and review business performance, profitability, RED scores, and competitive shortcomings.
- Coordinate with finance, logistics, depot, and systems functions while building organ and report

Skills, Experience & Education

The incumbent should at least have a bachelor's degree in economics/business; incumbent should also possess;

- 5 years' experience within a Commercial environment and 2 years' manag role particularly in the FMCG environment. Additionally, a track record of d Wholesale manager role that focused on building capability. experience in advantage.
- Leadership skills
- Negotiation skills
- Strategic Planning
- Communication & Interpersonal Skills
- Data Analysis & Reporting
- Cross-functional Collaboration
- Product & Market Knowledge
- Financial & Business Acumen

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