



JOB TITLE: Product Manager

Knauf stands for opportunity. We know that opportunity looks different to each person, and we are proud that we see opportunity in everyone. This exciting role within the Marketing Team could be the perfect next opportunity for you to build a unique career, in a values-led culture with a clear purpose of making tomorrow a home for all of us.

We are a global manufacturer of construction materials and within our Group, our **41,500 team members** in **90 countries** across **300 sites** provide a huge opportunity for anyone with ambition and energy. We value everyone's contribution equally and we ask that you bring your whole self to work, to enrich the business further, as together we achieve more in a safe and inclusive environment.

Knauf Gypsum Tanzania Limited is proud to be part of the Knauf Group. We have a 10-year heritage in GYPSUM manufacturing and have big plans for the future. Our global reach in 90 countries continues to grow and we are looking for passionate, ambitious people to help us achieve our goals. We are all led by the same core values and believe in the powerful potential of large companies to have a positive impact on the world. **We are now looking for another team mate to join us in HQ Office as Product Manager.**

Can you say 'yes'?

Do you treat your colleagues with respect?

Do you always have the customer in mind?

Do you act with future generations in mind?

Do you like to seek out opportunities to grow and develop?

Do you have a proven track record of delivering results?

As Product Manager at Knauf Gypsum Tanzania Limited, you will be managing the lifecycle of a product, from development to launch and beyond, with a strong focus on aligning marketing strategies to drive product success.

What you'll be doing:

- Developing Go-to-Market and launching strategy for new or updated categories.
- Driving the execution of all processes in the product lifecycle, including product and market research, competitor analysis, planning, positioning, requirements and roadmap development, and product launch.
- Gaining a deep understanding of customer experience for dealers and end-user, identifying, and filling product gaps and generating new ideas that grow market share, improve customer experience and drive growth.
- Analyzing market data to develop sales strategies and define product objectives for effective marketing communications.

- Defining the needs and expectations of Knauf's target audiences (such as end-user, dealers, etc.).
- Monitoring the market and developing competitive analyses.
- Developing product pricing and positioning strategies.
- Representing the company by visiting customers to solicit feedback on company products and services.
- Joining social / traditional groups and professional platforms to discuss industry-related topics.
- Being responsible for preparing the executive summary monthly report and delivering it to the Marketing Director.
- Drive Profitable growth of the category (CMII profitability, growth, and turnover & quantity responsibility).
- Full responsibility of Product Compliance and testing to required standards.
- Managing, leading, and coordinating the product team.
- Work closely with the marketing team to create and implement effective marketing plans and campaigns.

What we'd love for you to have:

We are interested in you as a person: your attitude, behaviors and values. As long as you have the willingness to learn anything you need for the role that you don't already have, we'd love to speak to you. If you have qualification and experience in the following areas:

- Bachelor/master's degree with a focus on business, economy, industrial/management engineering, or related fields.
- 5+ years of experience in product management, with a focus on marketing or related fields.
- Strong understanding of marketing principles and product lifecycle management.

- Excellent communication and interpersonal skills.
 - Proven ability to manage multiple projects and work collaboratively with cross-functional teams.
 - Data-driven with strong analytical skills and experience with market research and performance metrics.
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We'll provide:

- A competitive salary
 - Health insurance cover
 - A year end-performance benefit
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What happens next?

We appreciate that your time is precious and applying for a new job can be a lengthy process - so we have committed to replying to your application within 3 working days.

Application Deadline: 20/04/2025

[APPLY HERE](#)