



General Information

Job Title: Sales & Marketing Manager

- **Department:** Sales & Marketing
- **Location:** Dar es Salaam
- **Reports to:** Chief Operations Officer
- **Company Overview:** Alliance Life Assurance Ltd, established in 2010 as the first locally privately owned Life Insurance Company in Tanzania, is a leading insurance and financial services provider in East Africa. The company offers life insurance solutions to both corporate and individual clients and is highly rated for leadership, innovation, customer service, and risk management.

Basic Purpose

The Sales and Marketing Manager provides strategic leadership for the Sales and Marketing Department and is responsible for planning, developing, and implementing sales and marketing strategies that promote sustainable revenue growth and increase the company's market share. The role also involves leading and managing the performance of all reporting managers and teams, ensuring alignment with company goals, and maintaining strong customer and stakeholder relationships.

Essential Duties and Responsibilities

- **Strategic Planning and Execution:**
 - Develop and implement the Sales and Marketing strategy in alignment with the company's vision and business goals.
 - Identify market opportunities, lead segmentation analysis, and oversee marketing plans to drive penetration and growth.
- **Leadership and Team Management:**
 - Lead, mentor, and support the Corporate and Retail channel to ensure achievement of individual and departmental KPIs.
 - Oversee recruitment, onboarding, training, and performance management of the sales and marketing team.
- **Sales Growth and Channel Optimization:**
 - Drive new business acquisition across all channels, including Corporate, Retail, and Bancassurance.
 - Monitor and evaluate sales performance across all channels and initiate improvement strategies.
- **Brand Management and Visibility:**
 - Oversee branding, communication, advertising, and promotional activities to strengthen the company's market position.
 - Represent the company in key marketing and industry events and lead brand visibility initiatives.
- **Stakeholder Relationship Management:**
 - Build and maintain strong relationships with brokers, agents, corporate clients, financial institutions, and regulatory bodies.

- Support negotiation and closure of high-value partnerships and key accounts.
- **Market Intelligence and Product Development:**
 - Monitor market trends, customer feedback, and regulatory developments.
 - Collaborate with the Product Development and Actuarial teams to refine and launch innovative insurance products.
- **Marketing Campaigns and Communication:**
 - Oversee the development and execution of digital and experiential marketing campaigns.
 - Ensure consistent corporate messaging and effective internal and external communication.
- **Budgeting and Resource Management:**
 - Prepare and manage the department's budget, ensuring efficient use of resources.
 - Monitor ROI on marketing and sales initiatives and optimize cost-effectiveness.
- **Compliance and Risk Management:**
 - Ensure adherence to internal controls, compliance requirements, and relevant insurance regulations in all marketing and sales activities.
- **Reporting and Strategy Alignment:**
 - Provide regular reports and insights on departmental performance, risks, and strategic opportunities.

- Participate in company-wide planning, strategy sessions, and innovation initiatives.

Education:

- A Bachelor's degree in Marketing, Business Administration, Insurance, or a related field.
- A Master's degree and professional qualification such as CII or an equivalent designation is mandatory.

Experience:

- Minimum of 7 years of relevant experience, with at least 5 years in a managerial position in insurance or financial services.

Skills and Competencies:

- Strong business acumen with a good understanding of life insurance market dynamics.
- Excellent leadership, planning, and organizational skills, with the ability to drive performance and manage cross-functional teams.
- High level of integrity, professionalism, and strong interpersonal skills.
- Exceptional communication and relationship management skills, with the ability to liaise effectively with internal and external stakeholders.
- Proficient in Microsoft Office and insurance-related systems with strong analytical and numerical abilities.

- A proactive, self-driven approach with a solution-oriented mindset and a commitment to continuous improvement.

General

Alliance Life Assurance Ltd (ALAL) promotes an equal opportunity workplace, which includes reasonable accommodations for otherwise qualified disabled applicants and employees. For inquiries regarding the physical demands of this position, please contact Human Resources.

Application Process

- **To Apply:** Submit your resume to hr@alliancelife.co.tz with the subject "Sales & Marketing Manager."
- **Application Deadline:** 25th June 2025