



Retail Sales Manager

Roles and Responsibilities

SALES TEAM MANAGEMENT

- To manage a sales force of approximately 4 Sales staff & 1 additional in charge of promotions & 1 merchandiser;
- To set targets for team & individual sales staff for core products & non-core products;
- To establish route sales for Dar region by area and hold accountable each sales rep per route with targets;
- To establish route sales for countrywide by area and hold accountable each sales rep per area with targets;
- To set agenda with Marketing Supervisor for preparations for all monthly planned promotions/activations, event sponsorship, campaigns, advertising in Dar/Arusha/ 7 countrywide.
- To ensure daily sales reports are issued by all sales reps timely along with movement reports;
- To do monthly spot check visits of Dar region wholesale/retail outlets with sales reps as well as ensure all promo activities are carried out to our standards.

SALES TASKS

- You will be required to take on actively & personally all supermarket sales in collaboration with 1 Sales staff- Shoppers Group, Game Group; Shirjee Group; Village Group; American supermarket; City Supermarket; A-Z Supermarket; Imaleseko Supermarket; Target Supermarket; Hyper Market; Chopies Supermarket; Simply Fresh Supermarket; TSN Supermarket; Total Fuel Mini Markets; Puma Stores Mini Markets; Transit Military; Flamingo Supermarket;
- You will be required to re-start & revamp our own Trade business with restaurants and nightclubs across Dar area- in particular in Masaki/Oysterbay/Mikocheni/Regent/Mbezi /Kawe/Town Centre areas

REPORTS

- To ensure all daily sales reports are carried out by entire team & reviewed as a team;
- To ensure all monthly reports are issued -Sales By Customer/Sales by Target Volume of Products/ Overall Market Analysis & Performance of team

Experience Requirements

- 3 Years Minimum Experience in Retail Trade Overseeing Sales in FMCG products countrywide in Tanzania preferably or East Africa;
- Bachelors Degree in Social Sciences or Business Admin but not a must;
- Fluent in Written & Spoken English;
- Confident in Managing a Sales team who will be answerable to him/her;
- Ability to set team targets & individual targets & preparing monthly reports
- Mature individual who is self-driven, highly motivated, organized, & responsible
- A strong leader with avid leadership skills for team management & sales [leader by example]
- Candidate can be Tanzanian or East African

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