



Job Title **Knowledge & Insights Specialist**

Closing Date 2023/10/11

Reference Number CCB231002-1

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 for a talented individual with the relevant skills, experience, and expertise in Sales & marketing reporting and Route to Market to be based in Dar es Salaam. The successful candidate will be a Knowledge & Insight Manager.

The role will be supporting the Insights and Knowledge Manager to provide a comprehensive and RTM measurement system (excluding RED) to enable decision support and reporting. The role will also be responsible to develop and maintain the CCBA Knowledge Management system (including processes & routines) for the Marketing and RTM elements.

Key Duties & Responsibilities The role will also be responsible for;

- Support the Insights and Knowledge Management Lead to establish the system for the country
- Maintain this system to provide trends and data to shape strategic decision-making programmes and key engagements with leaders
- Provide data and related insights to the Strategic Marketing & Commercial support and management reporting

- Provide data and related insights to country Marketing and S&D teams for
- Provide data and related insights to the Strategic Marketing & Commercial decision support and management reporting
- Work with members of the Marketing and S&D teams for capability building, coaching on these measurement processes and their interpretation/use, and support, e.g., running the measurement routines, producing and interpreting
- Support the Insights and Knowledge Manager to track and report insights on economic trends, customer, consumer (provided by TCCC), category, and competitor analysis.
- Assist the Insights and Knowledge Manager to set up and manage the Knowledge system – including a portal, best practice tools, capability building assets.
- Support and coordinate learning communities and their collaboration around Marketing Excellence and RTM Excellence.

Skills, Experience & Education The incumbent should at least have a degree in Actuarial science, statistics or economics; should also possess;

1. 2 - 4 years of experience in Insight, data and reporting
2. Proven experience in insight development, both qualitatively and quantitatively
3. High analytical skills
4. Financial, Sales & business acumen
5. Result and execution driven
6. Customer focused

APPLY HERE