

# WE ARE HIRING



Job Title:  
**General Manager Sales  
& Marketing**

Duty Station: **East Africa**

### Tasks and Responsibilities

Develop and implement strategic sales and marketing plans to achieve company goals and objectives.

Build and manage high level relationships and partnerships within the market. Prospecting, qualifying, and acquiring new customers.

Translate client requests and market trends into a high level of service, solutions, product modifications, and new product developments and deliver growth in revenue.

Lead and manage a team of sales and marketing professionals, providing guidance, support, and training as needed.

Analyze market trends, customer behavior, and competitor activity to identify opportunities for growth.

Set sales targets and KPIs, monitor performance, and adjust strategies as needed to meet or exceed targets.

Oversee the development of marketing campaigns, promotional activities, and sales collateral to support sales efforts.

Stay current on industry trends, best practices, and technologies to continuously improve sales and marketing strategies.

### Qualification

- Master's degree (MUST) in Sales & Marketing
- Minimum 10 years of experience in Sales & Marketing
- Excellent use of statistical visual tools like Microsoft Power BI
- Working knowledge of the chemical industry/manufacturing
- Strong leadership and interpersonal skills
- A proven track record of strong client relationships
- Excellent written and verbal communication skills, fluent English & Swahili



### Technical Skills

- Business Development
- Good Product Knowledge
- Financial Acumen & Literacy
- Strategic Mindset & Approach
- Project & Budget Management
- Marketing Analytics including pricing techniques, management of distribution channels.
- Deep understanding of market segmentation
- Excellent use of statistical visual tools like Microsoft Power BI etc

### Management/Interpersonal Skills

- Time Management
- Stress Management
- Collaborative Leader
- Excellent Communicator
- Excellent Negotiator

### This job is open to all Nationalities.

Only applicants who meet the stated requirements for the advertised position should send their Cover Letter, Resume, Academic Certificates, Testimonials, and names of three referees to

**careers@insignia.co.tz**  
before **20th April 2024.**

State the Current and Expected salary package in your cover letter.

NB: Only shortlisted candidates will be contacted and those who do not hear from us should consider themselves unsuccessful.

# WE ARE HIRING

Job Title: **Regional Sales & Marketing Manager**

Duty Station: **Dar es Salaam, Tanzania**

## Tasks and Responsibilities

- Develop and implement sales and marketing strategies to achieve revenue targets.
- Manage and lead a team of sales and marketing professionals.
- Build and maintain relationships with key clients and partners.
- Analyze market trends and competitor activities to identify growth opportunities.
- Collaborate with internal teams to ensure alignment on sales and marketing initiatives.
- Prepare and present sales and marketing reports to general manager sales and marketing.

## This job is open to Tanzanians Only.

Only applicants who meet the stated requirements for the advertised position should send their Cover Letter, Resume, Academic Certificates, Testimonials, and names of three referees to

**careers@insignia.co.tz**  
before **20th April 2024.**



## Qualification

- Bachelor's Degree in Business Administration, Marketing, or related field (Master's degree preferred)
- Proven experience in sales and marketing, with a minimum of 7 years in a managerial role
- Excellent use of statistical visual tools like Microsoft Power BI
- Working knowledge of the chemical industry /manufacturing
- Strong leadership and interpersonal skills
- A proven track record of strong client relationships
- Excellent written and verbal communication skills, fluent English & Swahili
- Ability to work in a fast-paced environment and meet deadlines.
- Proficiency in Microsoft Office and CRM software

State the Current and Expected salary package in your cover letter.

NB: Only shortlisted candidates will be contacted and those who do not hear from us should consider themselves unsuccessful.