



# Job Description

9th Floor Tanzanite Park, Victoria, Dar es Salaam, Tanzania | +255 758 778 886 | info@empower.co.tz

|                                                                |                                      |                                        |
|----------------------------------------------------------------|--------------------------------------|----------------------------------------|
| <b>Job Title</b><br>Brand Manager                              | <b>Job Location</b><br>Dar es Salaam | <b>Category</b><br>-                   |
| <b>Job Type</b><br>Full Time                                   | <b>Job level</b><br>Manager          | <b>Industry</b><br>Alcoholic Beverages |
| <b>Open to Expatriates</b><br>Only Open to Tanzanian Nationals |                                      |                                        |

## Minimum Requirements

|                                |                              |                                                         |
|--------------------------------|------------------------------|---------------------------------------------------------|
| <b>Min Budget</b><br>-         | <b>Max Budget</b><br>-       | <b>Primary Industry</b><br>Alcoholic Beverages: 3 Years |
| <b>Secondary Industry</b><br>- | <b>Primary Category</b><br>- | <b>Secondary Category</b><br>-                          |
| <b>Certificate</b><br>-        | <b>Qualification</b><br>-    |                                                         |

## Summary

To build and execute a best-in-class brand strategy that drives exponential business growth. You will act as the "General Manager" of your portfolio ,connecting commercial ,supply and regional brands teams to deliver insight-led innovation, creative firepower and financial discipline.

## Responsibilities

- **Strategic Leadership (Annual & Pricing Strategy):** Lead the annual Market Business Planning process and own the end-to-end pricing strategy. Set the long-term brand vision, not just annual tactics.
- **Insight-Led Growth & Creative Excellence:** Translate deep consumer and cultural insights into disruptive creative campaigns. Own the end-to-end media and communication channel strategy, ensuring every A&P dollar is optimized for maximum ROI.
- **Innovation & Renovation Pipeline:** Drive the SBL innovation process from concept to launch. Lead line extensions and renovation projects in partnership with the Innovation Project Manager.
- **Holistic Performance Management (P&L Ownership):** Own the brand's P&L, consumer tracking, and market share data. Proactively intervene when performance dips and embed measurement standards into every plan.
- **Stakeholder & Agency Partnership:** Build high-performing relationships with internal partners (Sales, Finance, Supply) and external agencies (Creative, Media, PR, Digital, Promo). Act as the single point of contact for managing deliverables.
- **Compliance & Controls:** Champion compliance across cross-functional workstreams to ensure sustainable business practices.
- **Performance Reviews:** Regularly review brand and business investments to capture learnings and support future decision-making.

## Deliverable KPIs

- Net Sales Value & Market Share growth (vs. plan & prior year)
- Brand Health Metrics (Salience, Meaningful, Penetration)
- ROI of A&P spend (Efficiency & Effectiveness)

- Innovation velocity (Time to market & volume targets)
- Agency & Cross-functional engagement scores

## Education & Qualifications

---

- Bachelor's degree in Marketing, Business, or related field (required)
- CIM Certification (strong advantage)
- Advanced MS Office skills (Excel, PowerPoint, Word, Project)
- Basic data mining & analytics – ability to translate insights into action

## Requirements

---

- 3–4 years of proven Brand Management experience in a fast-paced environment
- Demonstrated success managing agency/partner relationships to deliver breakthrough creative work
- Track record of thriving in a complex, demanding, matrixed business

## Characteristics

---

### Key Skills

- Strategic Clarity: Simplifies complexity into a 12-month plan
- Consumer Insight: Obsessed with the “why” behind behaviour
- Marketing Judgement: Bets on the big ideas
- Commerciality: Understands how to interpret a brand P&L
- Excellence in Execution: Delivers on time, in full, error-free
- Portfolio Profitability & Innovation: Balances core brand growth with smart risk-taking

### Critical Behavioral Traits

- Ownership: A self-starter who takes on responsibilities without waiting for direction
- Influencing: Inspires others and adapts approach to get the best from teams and agencies
- Simplifying: Cuts through complex information to create clarity and drive action
- Resilient: Remains positive under pressure, navigates change well, and recovers quickly from setbacks
- Curious: Explores trends and new thinking, passionate about learning what drives the consumer and culture

## Reporting To

---

Category Lead

## Driving Licence

---

Not Required

To Apply for This Job [Click Here](#)