



Job Description

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Job Title Head of Marketing – Zambia	Job Location Lusaka	Category -
Job Type Full Time	Job level Head of Department	Industry Alcoholic Beverages
Open to Expatriates Open to Expatriates & Local Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Alcoholic Beverages: 10 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Head of Marketing will lead the overall marketing function in Zambia, providing strategic direction and ensuring the effective translation of the broader marketing strategy into strong local execution and commercial results. The role will oversee Brand Managers and lead the development and implementation of country-level marketing strategies, campaigns, and initiatives.

Responsibilities

- Lead the overall marketing function and provide strategic direction for the Zambia market.
- Translate the overall business and marketing strategy into effective country-level strategies and execution plans.
- Develop, implement, and monitor integrated marketing strategies and campaigns.
- Lead and develop Brand Managers and the wider marketing team.
- Manage an annual marketing budget of approximately USD 2 million, ensuring effective allocation and return on investment.
- Drive brand growth, market penetration, customer engagement, and commercial performance.
- Develop strong understanding of market trends, consumer behaviour, competitors, and business opportunities.
- Work closely with Sales, Commercial, Finance, and other functions to ensure marketing initiatives support business objectives.
- Lead negotiations with agencies, suppliers, partners, and other external stakeholders.
- Monitor campaign effectiveness and use market intelligence and performance data to inform decisions.
- Build strong relationships with senior stakeholders and influence business decisions through effective marketing insight.
- Ensure consistent implementation of corporate marketing standards while adapting strategies to local market requirements.
- Identify new opportunities for growth and develop innovative approaches to strengthen market position.
- Provide regular reports and strategic recommendations to senior management.

Education & Qualifications

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- A Master's degree or relevant professional qualification is advantageous.
- Professional marketing qualifications such as CIM would be an advantage.

Requirements

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- Significant senior-level marketing experience in a complex commercial organization.
 - Proven experience leading a marketing function and managing senior marketing professionals.
Strong experience in developing and executing country-level marketing strategies.
 - Demonstrated experience managing substantial marketing budgets, ideally around USD 2 million.
 - Experience working with senior leadership and cross-functional teams.
 - Experience in FMCG is advantageous but not mandatory.
 - Broader corporate marketing experience is preferred over a profile focused exclusively on individual product or brand management.
 - Experience in a multi-market or international organization would be an advantage.

Characteristics

- Strategic and commercially minded.
- Strong leadership and people management capability.
- Excellent negotiation and influencing skills.
- Strong stakeholder management skills.
- Analytical and data-driven.
- Results-oriented and accountable.
- Strong understanding of market dynamics and consumer behaviour.
- Confident decision-maker with the ability to operate at senior level.
- Innovative and adaptable.
- Strong communication and presentation skills.

Driving Licence

Not Required

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