



Job Description

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Job Title Marketing and Sales Manager	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Manager	Industry Music Production
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Music Production: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

Marketing and Sales Manager will be responsible to drive revenue growth and brand visibility across music events, live shows, venues, stage productions, lighting, and screen solutions by leading marketing campaigns and sales strategies that meet ambitious targets.

Responsibilities

- **Event Sales Strategy:** Develop and execute sales plans to secure bookings for venues, stage productions, and entertainment services.
- **Target Achievement:** Develop and implement annual marketing strategies aligned with business goals across all service lines (sound, backline, lighting, truss, LED, AV, studio, logistics, consultancy)
- **Marketing Campaigns:** Design and implement campaigns to promote concerts, festivals, and stage productions across digital, and outdoor channels.
- **Partnership Development:** Build relationships with artists, promoters, event organizers, and corporate sponsors.
- **Audience Engagement:** Increase audience reach through social media, influencer collaborations, and experiential marketing.
- **Market Research:** Analyze industry trends, competitor offerings, and audience preferences to refine strategies.
- **Team Leadership:** Lead and mentor the sales and marketing team to achieve collective goals.
- **Performance Reporting:** Track KPIs such as Long-term contracts, sponsorship revenue, and campaign Return on Investment (ROI).

Specific Targets:

- Ensure to reach weekly, monthly, quarterly and yearly marketing and sales targets. - Secure minimum 10 new venue bookings per quarter.
- Increase sponsorship revenue by 25% annually.
- Grow social media following by 40% within 12 months.

Education & Qualifications

- Bachelor's degree in marketing, Business, or related field (MBA preferred).

Requirements

- 5+ years of experience in entertainment, events, or media sales and marketing.
- Strong network within Corporate, music and live events industry.
- Proven track record of meeting or exceeding entertainment-related sales targets.

Characteristics

- Strong digital marketing skills (social media, SEO, paid ads, content strategy)
- Excellent written and verbal communication in English and Swahili.
- Creative eye for visual content relevant to events and production.
- Strong networking and relationship-building skills within the events/entertainment industry.
- Analytical mindset — comfortable with market research and performance metrics.
- Project management and multitasking across multiple service lines.

Reporting To

Customer Relation Manager/Managing Director

Driving Licence

Not Required

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