



# Job Description

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|                                                                     |                                      |                      |
|---------------------------------------------------------------------|--------------------------------------|----------------------|
| <b>Job Title</b><br>Senior Marketing 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>- |
| <b>Open to Expatriates</b><br>Open to Expatriates & Local Nationals |                                      |                      |

## Minimum Requirements

|                                |                              |                                |
|--------------------------------|------------------------------|--------------------------------|
| <b>Min Budget</b><br>-         | <b>Max Budget</b><br>-       | <b>Primary Industry</b><br>-   |
| <b>Secondary Industry</b><br>- | <b>Primary Category</b><br>- | <b>Secondary Category</b><br>- |
| <b>Certificate</b><br>-        | <b>Qualification</b><br>-    |                                |

## Summary

The Senior Marketing Manager will lead the local brand and marketing agenda in Tanzania, reporting directly to the Marketing Director. The role will translate broader business and marketing strategies into effective local execution while strengthening brands and driving overall market performance.

The position will provide leadership to the marketing team, support the development of Brand Managers, and play a key role in shaping the future marketing agenda for Tanzania. The ideal candidate will combine strong strategic thinking with excellent execution capability and demonstrate the potential to progress into a Marketing Director-level role in the future.

*Open to Tanzanians an Kenyans*

## Responsibilities

- Lead the local marketing and brand agenda for Tanzania.
- Translate regional or broader marketing strategies into effective Tanzania-specific execution plans.
- Develop and implement brand strategies aligned with business objectives.
- Lead annual marketing planning, campaign development, and execution.
- Manage and strengthen local brands to improve market performance and brand equity.
- Analyse consumer, market, and competitor trends to identify growth opportunities.
- Drive marketing initiatives that contribute to revenue, market share, and overall business performance.
- Lead and develop the marketing team.
- Coach and support Brand Managers in strategy development and execution.
- Work closely with Sales, Commercial, Finance, and other functions to ensure integrated execution.
- Manage marketing budgets and ensure effective resource allocation.
- Monitor campaign and brand performance using relevant KPIs and market data.
- Develop recommendations and strategic insights for the Marketing Director and senior leadership.
- Ensure consistent execution of brand standards while responding to local market dynamics.
- Identify opportunities for innovation, portfolio development, and market growth.
- Contribute to the development of future marketing leadership capability within the organization.

## Education & Qualifications

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- Master's degree or professional marketing qualification is an advantage.

## Requirements

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- Strong experience in marketing, brand management, or commercial marketing roles.
- Proven experience developing and executing marketing and brand strategies.
- Experience managing or developing brands within a competitive commercial environment.
- Experience leading or mentoring marketing professionals and Brand Managers.
- Strong understanding of the Tanzanian market and consumer dynamics.
- Experience working across functions and influencing senior stakeholders.
- Experience in a large or complex organization is an advantage.
- Demonstrated career progression and potential to develop into a Marketing Director-level position.

## Characteristics

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- Strategic thinker with strong execution capability.
- Commercially minded and results-oriented.
- Strong leadership and people development skills.
- Analytical and consumer-focused.
- Creative and innovative.
- Strong stakeholder management and influencing skills.
- Proactive and entrepreneurial.
- Strong communication and presentation skills.
- Adaptable and comfortable operating in a dynamic environment.
- Demonstrates leadership potential and ambition for further career progression.

## Driving Licence

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Not Required

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