



## **POSITION: Head Business Development**

**Reference #** AL250222

**Published** 25/02/2022

**Contract Type** Permanent

**Salary** Market Related

**Location** Dar es Salaam, Dar es Salaam, Tanzania, United Republic of

**Introduction** The incumbent will be responsible for:

- a. Development and managing of Distributor channel in Domestic and Export markets in neighbouring countries for the Flat and Long Products.
- b. Responsible for conceptualizing and implementing the Marketing strategies for Dealers and Export segment along with Marketing dept.

The position is part of the executive management team of the business and therefore participates in the day-to-day management of the company.

**Job Functions** Sales

**Industries** Manufacturing

**Specification**

- a. To develop Annual and Monthly Business and Product Development Plans for Distribution and Export channels for the existing and new products and implement with the approval of the Business Head;
- b. To conceptualize and implement Pricing and Discount Strategy for Distribution and Export channels and implement with the approval of the Business Head;
- c. To keep track of market trends (including the movements in Global Markets) and to prepare Plans / Strategies for taking corrective actions including timely revision of Pricing Structure & Discount Structures with the approval of the Business Head;
- d. To keep track of new Products and Development in the Metal Roofing, Tubes and Allied Building

Products and work out possibilities of introducing such products in the Market in consultation with the Business Head;

- e. Follow the company's Credit Policy and periodically review the Credit Limits and Credit Days extended to Customers within Distribution and Export channel and suggest necessary changes based on the track records of the Customers and propose Credit Limits for new Customers for the approval of the Business Head so as to ensure that customers' accounts remain active and up-to-date and financial exposure of the Customers always remain within the approved Credit Limits;
- f. To develop and strengthen Distributor network in Domestic and Export Markets;
- g. To track the incoming imports and competitors activities; pricing; new product launches; marketing strategies etc. and prepare plan / strategy for counter measures for approval of Business Head. Upon approval, implement the plan / strategy and periodically review the effects / results and take corrective action in consultation with the Business Head.
- h. To coordinate and provide input to other departmental heads for planning for raw materials; production; so as to achieve full capacity utilization of all the plants;
- i. To keep track of feedbacks received from the Customers in respect of timely supplies, quality issues and coordinate with respective departmental heads for improvements and timely resolutions of issues;
- j. To continuously review the related processes to strengthen internal controls and submit proposal for revision in processes for the approval of Business Head;
- k. To prepare and submit weekly / monthly / annual MIS to Business Head;
- l. To coordinate with concerned legal attorney with respect to all legal matters related to the customers;
- m. To meet Sales, Price Realization, Collection and Market Growth Targets as per the approved Monthly and Annual Budget;
- n. To work with Marketing department to initiative necessary Marketing strategies, both ATL and BTL for the Distribution channel with the approval of Business Head and implement the approved plans;
- o. Promote positive relations with channel partners and associates;
- p. Understand the products and services offering and approach of key competitors, communicate products and services differentiation to sales and build marketing strategy;
- q. Foster and sustain effective working relationships and rapport with relevant government authorities, key business associates and key industry players in order to keep abreast with the latest development and capitalize on insider status and strategic alliances to capture business opportunities;
- r. Foster a corporate culture that promotes ethical practices and encourages individual integrity ;
- s. Create an environment of a high-performance culture, maintaining a positive and ethical work climate that is conducive to attracting, retaining and motivating top-quality employees at all levels;
- t. Provide leadership, coaching and guidance to subordinates and conduct periodic performance appraisals;
- u. Review to instil the right mindset, behaviours and values that will contribute to high-performance standards.

Budgetary responsibility:

- oMarket Focus – Sales Volume, Revenue, Market Share, Branding equity
- oOperating Expenses – OPEX
- oProfitability – Contributions and Margins
- oStrategic Initiatives – Project Implementation, Plan Execution
- oOperational Excellence –HSEQ, Head Count
- oOrganizational Learning – talent development program, employee perceptions

**Requirements** 1. Qualifications required:

- i. Minimum academic qualification: Bachelors Degree (Sales & Marketing preferred)
- ii. Qualifications as an added advantage: MBA (Sales & Marketing preferred)
- iii. Professional registration:

2. Experience required:

- i. General work experience (years): Minimum 15 years
- ii. Specific to the position (level/discipline/years): 8 years
- iii. Industry: Manufacturing

3. Key competencies and skills:

- a. An energetic, forward-thinking and creative individual with high ethical standards and an appropriate professional image
- b. A strategic visionary with sound technical skills, analytical ability, good judgement and strong operational focus
- c. A well organized and self-directed individual who is a team player
- d. An intelligent and articulate individual who can relate to people at all levels of an organization and possesses excellent interpersonal skills

4. Skills & Experience: Experience in heading distribution sales in Construction/ Beverage/ Cement/ FMCG Industries

**Job Closing  
Date** 11/03/2022

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