

INTERNAL & EXTERNAL ADVERT

Open Position: Trade Marketing Manager (1 position)

Office Location: Masaki, Dar es Salaam

Reports To: Commercial Head

Date of advert: 07th September 2021

Background – visit us at <https://www.illovosugarafrica.com/About-Us/Tanzania>

Kilombero Sugar Company Limited (KSCL), the largest producer of sugar in the country operating cohesively with Illovo Distillers Tanzania Limited (IDTL) and a member of Illovo Sugar Africa Limited (Africa's largest sugar producer). The Company now invites applicants who are self-motivated, honest, hardworking and committed individuals to fill above mentioned position at Kilombero.

Job Purpose

Work within the Illovo Marketing and Sales Ways to execute the Brand strategy through implementation of the Brand Marketing communication plan (ATL) and trade execution activities (BTL).

Specific Duties and Responsibilities:

- Localise and execute communication plan in support of brand strategy to deliver key messages to target market
- Develop and motivate the trade marketing budget / marketing investment, and ensure effective utilisation / ROI
- Appoint and manage brand activation and research service providers to ensure delivery of value to budget
- As country custodian of brand execution, oversee compliance to brand standards, including packaging, communications & other brand elements
- Manage Brand manual , POSM ordering and POSM inventory
- Manage all packaging changes as per Group Packaging process
- Provide Trade Marketing input into New Product Development and manage innovation projects as required
- Develop channel & customer plans aligned to RTC & brand strategies
- Develop category and promotional plans & customer relationships in collaboration with relevant commercial team members for key accounts



Kilombero Sugar Company Limited
Msolwa Office, Kidatu, Morogoro, Tanzania
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@illovosugargrp
Reg No: 2539

- Provide input & facilitate approval of pricing strategies (recommended by RGM), manage update of internal systems in line with pricing changes & provide tools to sales to achieve price implementation & monitor price adherence
- Develop, guide & monitor use of the tools and materials to execute the ISSOs and PSGs i.e. POS / POP material and Promotion mechanics
- Develop & Interpret commercial reports, based on sales performance and VAPP metrics, to provide insights and recommendations to improve performance
- Schedule, co-ordinate & facilitate quarterly Cycle Planning Meetings to enable collaboration & execution & review of plans & standards
- Consolidate demand plans
- Lead the quality imperative for Commercial through collation and analysis of quality scorecard reports, and initiation of relevant corrective actions across the business
- Implement the capability strategy and plan for the country, providing coaching and support to build capability in Trade Marketing.
- Manage performance and development of the Trade Marketing team
- Promote and adhere to Illovo's procedures, policies and guidelines, including, without limitation, those relating to SHERQ, Competition Law and Anti-Bribery and Corruption (ABC)

JOB QUALIFICATION AND EXPERIENCE:

- Bachelor's degree in Business Administration/ Commerce/ Marketing /other relevant degree qualification or relevant tertiary qualification
- 7+ years' experience in FMCG marketing / trade marketing
- Consumer and Customer passionate individual with sound experiential Marketing experience.
- Good understanding of the fragmented African market and dynamics,
- Ability to communicate and make presentations to a wider group of stakeholders, build relationships and influence others,
- Analytical and problem solving skills and project management skills
- Clean and valid driving license

SELF – MANAGEMENT AND PERSONAL TRAITS

- Self-motivated and ability to motivate others,
- Ability to plan, organise and work effectively under pressure,
- Excellent communication skills
- Creative, innovative and team working skills



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TERMS OF SERVICE: The successful candidate will be engaged on Permanent Contract.

All interested candidates, who meet the above requirements, please [click here](#) to apply for the position on or before 24th Sept 2021. Only shortlisted candidates will be contacted.

Kilombero Sugar Company Limited is an equal opportunity employer. Women and people with disability are highly encouraged to apply.



NATHANIEL GOWELLE
FOR: HUMAN RESOURCES HEAD.



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