

Job Description

Job Title	MARKETING EXECUTIVE
Department	SALES & MARKETING
Industry	FMCG
Location	SEVERAL TANZANIAN REGIONS
Job Summary:	
We are looking for a driven and commercially minded Marketing Executive to support the planning and execution of marketing activities for our FMCG brands. This role is ideal for a creative yet analytical professional who understands consumer behavior, market dynamics, and how to grow product visibility and market share in a competitive, fast-paced industry.	
Key Responsibilities / Duties:	
• Assist in the development and execution of 360-degree marketing campaigns across ATL, BTL, and digital channels. • Support brand positioning and awareness efforts through packaging, promotions, and POS materials. • Coordinate with creative agencies, suppliers, and internal teams to ensure timely delivery of marketing materials. • Conduct market research and competitor analysis to identify consumer insights, emerging trends, and opportunities. • Track and analyze campaign performance, ROI, and sales data to optimize future marketing initiatives. • Manage day-to-day brand activities, including budget tracking, stock levels of promotional items, and trade marketing support. • Work closely with sales teams to plan and execute in-store activations, product launches, and merchandising strategies. • Monitor brand presence on digital platforms and coordinate content calendars for social media and e-commerce. • Assist in preparing presentations, reports, and proposals for internal and external stakeholders.	

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- Ensure brand consistency across all customer touchpoints.

Job Requirements

- **Education:**
 - Bachelor's degree in Marketing, Business, or related field.
- **Language Skills:**
 - Proficiency in English language
- **Experience:**
 - 2+ years of experience in marketing.
- **Skills:**
 - Strong understanding of consumer goods marketing, trade dynamics, and shopper behavior.
 - Excellent communication and presentation skills.
 - Ability to multitask, prioritize, and work under pressure in a fast-moving environment.
 - Strong organizational skills and attention to detail.

How to Apply

- Visit our website: www.cnsgroup.co.tz/job-openings/
- Or send us your CV and Related documents to hr@cnsgroup.co.tz
- Deadline: 30/05/2025

CAUTION! CNS does not receive money in exchange for a job position. Should you be asked for money in exchange for a job offer or suspect such activity, please report this immediately; e-mail through **info@cnsgroup.co.tz**

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