



MARKETING OFFICER
POSITION SPECIFICATION

I. AX REQUIREMENTS

AutoXpress Limited is a leading importer, distributor and retailer of tyres, auto parts and accessories across various countries in Africa. AutoXpress Limited (The Group) also offers an extensive range of repair and services through a well-established network of 80+ outlets across Kenya, Tanzania, Rwanda, Uganda, and Zambia. AutoXpress is a trusted brand and is underpinned by a successful history and heritage spanning over 65 years.

AUTOEXPRESS Tanzania is seeking applications from competent, dynamic, and self-motivated individuals to fill up the following position.

Position (I): Marketing Officer

Job Location: Dar es Salaam

2. THE ROLE

Today, AutoXpress has 7 retail outlets across Tanzania in Dar Es Salaam, Arusha, and Mwanza with plans to open new branches over the next 3 - 5 years. This position is primarily responsible for assisting the Head of Retail in developing, planning, implementing and monitoring the marketing strategy of the business. This position is also responsible for increasing awareness of the AutoXpress brand and partner brands.

3. PRINCIPAL ACCOUNTABILITIES

I. Marketing Strategy.

- 1.1. Recommend opportunities to be incorporated in the marketing strategy and plan based on the Company's objectives and current trends.
- 1.2. Plan, develop, implement, analyse and evaluate the marketing strategy i.e. campaigns, events, digital marketing and PR.
- 1.3. Undertake continuous analysis of competitive environment and consumer trends.
- 1.4. Working closely with the Company's corporate sales and retail teams; enabling them to meet their commercial objectives by providing them with appropriate tools, materials, and presentations.
- 1.5. Work closely with management and retail team to define marketing materials and programs.
- 1.6. Identify merchandise item opportunities and undertake inventory management of merchandise items.
- 1.7. Identify strategic digital marketing opportunities, develop and manage content for the digital platforms i.e. Company Website, Facebook, Instagram, Twitter, Email E-shots, Google, Tik Tok, etc.
- 1.8. Developing and delivering marketing and communications strategies for the organization.

2. Graphics Design.

- 2.1. Work in conjunction with the Creative Designer for creation of artwork, photo, video and layout designs used for advertising, broadcast and web communication.
- 2.2. Work with the Creative Designer to ensure department goals are met.
- 2.3. Ensure delivery of high-quality marketing materials and services from suppliers consistent with AutoXpress brand.

3. Maintain Brand Equity.

- 3.1. Maintain and adhere to the brand identity manual.
- 3.2. Apply partner brands as specified by the relevant brand manuals where applicable.
- 3.3. Maintain branch signage and liaise with suppliers for brand application.

4. Carry out any other duties as assigned by the line manager.

4. KEY COMPETENCIES

- Creating and innovating.
- Learning and researching.
- Entrepreneurial and commercial thinking.
- Planning and organizing.
- Achieving personal work goals and objectives.
- Team player.

5. EDUCATION, EXPERIENCE, AND KNOWLEDGE

- a) Bachelor's degree in commerce, business or related field with a marketing option from a recognized university.
- b) At least 2 years' experience as a marketing officer in our organization or at least 3 years' experience at the same level in a marketing field.
- c) Have graphic design skills including basic knowledge of software packages.
- d) Computer literacy.

AutoXpress Tanzania Limited is an equal opportunity employer and encourages qualified candidates from diverse backgrounds to apply. Interested candidates should send an application letter along with their CV to careers@auxptz.com no later than **5th January 2026**. Please quote **"Application – Marketing Officer"** in the email subject line. If you do not hear from us within two weeks after the application deadline, please consider your application unsuccessful.

