



1. JOB TITLE: RETAIL & SERVICE CENTER MANAGER

Reference Number: ALAF22012026

Location: Dar es Salaam

Description

ALAF Limited is seeking to recruit Retail & Service Center Manager responsible for managing the overall operations of the Service Centre with focus on direct sales, project sales in the defined areas and build up value added solutions selling in terms of roofing products in Tanzania.

Key Responsibilities:

- To manage the overall operations of the service centre in terms of profiling, maintaining coils and finished good stocks, ensuring the Service centre is kept in proper condition.
- To direct and manage the direct sales force in targeting the direct business in the defined areas.
- To manage the walk-in customer business
- To ensure the distribution customer orders are profiled and despatched as directed by the Customer Service Department.
- To manage the project sales through the Technical Sales Representative.
- To coordinate and manage MARCOM programs as required for the Service Centre with the support of the Marketing team
- To build the Roofing Solutions selling business by combination of roofing sheets, accessories and truss systems
- To manage the required and targeted contribution per MT

Requirements

- Bachelor's degree in business administration, Marketing, Sales, Commerce, Engineering, Supply Chain Management, or a related field.
- A postgraduate qualification (MBA or master's degree) is an added advantage.
- Minimum of **7–10 years' experience** in sales, branch operations, or commercial management, with at least **3 years in a managerial role**.
- Proven experience in managing a retail outlet, service center, branch, or distribution network within the manufacturing, building materials, steel, construction, or FMCG industry.
- Demonstrated experience in direct sales, project sales, key account management, and customer relationship management.
- Experience in leading and developing high-performing sales and operations teams.
- Proven track record of consistently achieving sales and profitability targets

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2. JOB TITLE: BUSINESS DEVELOPMENT MANAGER – COLD ROOM & INSULATED PANELS

Reference Number: ALAF220720263

Location: Dar es Salaam

Description

ALAF Limited is looking for Business Development Manager - Cold Rooms and Insulated Panels responsible for the implementation and growth of SAFAL Group's Cold Room Panel business (including turnkey solutions) across Tanzania. Key measures of success will be from driving demand for Cool Rooms across the region resulting in growth in revenue, share, implementation of the product and solutions as well as profitability. It is preferable for the individual to have related industry experience and knowledge as well as prior new product Business Development experience.

- Create and support a go to market strategy for Cold Room Panels, Cold Room Solutions and Truck Body insulated storage solutions
- Identify and develop collaborative relationships with Cold Room Suppliers operating in the region and create supply agreements with the entities

- Identify and develop collaborative relationships with logistics companies to develop and supply Cold Room Panels for Truck Bodies
- Support all sales team with training on Cold Room Panels and solutions
- Work with Key stakeholders to have ALAF Cold Room Panels specified in projects
- Increase ALAF's revenue and contributions from Cold Room Panels and allied solutions
- Ensure timely and accurate reports are created as required by the business
- Work with Government and Educational Bodies to drive Standards development and implementation for Food storage, transport and management across Tanzania.

Requirements

- Bachelor's degree in Engineering, Architecture, Construction Management, Business Administration, Marketing, or a related field. An MBA or postgraduate qualification will be an added advantage.
- Minimum of **7 years'** experience in business development, sales, or commercial management within the construction, building materials, cold chain, refrigeration, or related industries.
- Proven experience in developing and commercialising new products or business solutions, with a strong track record of driving revenue growth and market expansion.
- Good understanding of cold room systems, insulated panels, refrigerated transport, or turnkey construction solutions will be an added advantage.
- Strong stakeholder management, negotiation, and relationship-building skills, with the ability to engage architects, consultants, contractors, developers, government agencies, and end users.
- Sound commercial and financial acumen, with experience in business planning, project management, and solution selling.
- Proficiency in Microsoft Office applications and CRM systems, with excellent communication, presentation, and analytical skills.
- Valid driving licence and willingness to travel extensively within Tanzania and the region.

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