



Job Title	Route To Market Specialist
Closing Date	2026/07/24
Reference Number	CCB260714-1
Job Category	Commercial - Sales and Marketing
Company	Coca-Cola Kwanza (Tanzania)
Job Type	Permanent
Location - Country	Tanzania
Location - Province	Not Applicable
Location - Town / City	Dar es Salaam & Mbeya
Job Description	Coca-Cola Beverages Africa (CCBA) presents exciting opportunities for Route To Market Specialist at CCBA. The roles will report to the Country Lead Route To Market. CCBA is the 8th largest Coca-Cola authorised bottler in the world by revenue, and the largest of all Coca-Cola ready-to-drink beverages sold in Africa by volume. With over 14 000 employees and more than 800 000 customers with a host of international and local brands. CCBA group operates in Ethiopia, Uganda, Mozambique, Namibia, Tanzania, Botswana, Zambia, Eswatini, Lesotho, Malawi and Mayotte.
Key Duties & Responsibilities	<u>Key Purpose:</u> The key purpose of an RTM Specialist is to support the implementation and optimization of route to market for efficient product distribution and market penetration <u>Key Outputs and Accountabilities include, but not limited to:</u>

- Regularly review operational KPI performance, including Ordered vs. Delivered metrics and ensure they are maintained.
- Monitor the sustainability of distribution partners through monthly and quarterly Profit & Loss reviews and the implementation of corrective action plans.
- Ensure all customer master data related to sales is accurately maintained to support regional decision-making.
- Optimize resource allocation and customer visit sequencing to drive cost-effective operations.
- Develop and present well-evaluated Route-to-Market (RTM) proposals that enhance sales performance and promotional effectiveness.
- Ensure RTM simulations result in feasible and successful implementation plans aligned with business requirements.
- Apply the business RTM model to efficiently allocate resources and schedule customer visits annually or as business requirements evolve.
- Ensure all customer interactions are aligned with the RTM model to maximize operational efficiency and cost effectiveness.
- Evaluate existing RTM structures to identify improvement opportunities and recommend strategic commercial initiatives.
- Assess product, promotional, market, customer and employee-related factors to strengthen overall commercial performance.
- Conduct RTM simulations using established parameters to validate the feasibility and effectiveness of implementation.
- Analyze RTM simulation outcomes to confirm alignment with business objectives and commercial strategies.
- Collaborate with Finance, Human Resources, Central Sales, Regional Sales teams and other departments on strategies and ensure consistent execution across the business.
- Identify and resolve discrepancies affecting RTM strategies while regularly reviewing RTM performance feedback, and implementing continuous improvement initiatives.
- Continuously adapt RTM strategies and processes to respond to evolving business needs, ensuring efficiency and commercial effectiveness.

Skills, Experience & Qualifications and Experience:

Education

Qualifications:

- Bachelor's degree in Logistics, Marketing, Business, or a related field

Experience:

- 3-4 years experience in sales within an FMCG environment
- Experience in applying RTM principles to optimize sales operations would be advantageous
- Advanced proficiency in Microsoft Excel and experience with routing and logistics software

Skills:

- Proficient in maintaining large datasets, ensuring accuracy and consistency for reporting
- Strong understanding of RTM models, with the ability to apply and interpret these models
- Ability to evaluate and recommend optimal RTM solutions based on market, product, and customer requirements
- Advanced skills in Excel for data analysis and modeling, including proficiency with routing and logistics software
- Strong problem-solving skills, with the ability to identify inefficiencies and recommend process improvements

General

Closing date: 24th July 2026

The advert has minimum requirements listed. Management reserves the right to use additional short-listing. Only applications submitted through the e-recruitment portal will be accepted

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