



## **SALES AND MARKETING OFFICERS JOB – APIK INVESTMENT COMPANY LIMITED**

### **OVERVIEW:**

**Job Title:** Sales and Marketing Officer (4 Vacancies)

**Work location:** Mwanza

**Reports to:** Company Manager

**Base salary:** Negotiation

**Work hours:** 8

**Release Date:** September 1, 2025

### **APIK INVESTMENT COMPANY LIMITED NEEDS:**

We are looking for ambitious, innovative, and results-driven sales and marketing officers to drive our diverse business operations across the East African Community (E.A.C.) and international markets. Our business portfolio covers hardwood importation, technology system sales, marketing and sales solutions, translation services, import and export, business ideas generation and advisory, business research and international sales.

The role includes identifying business opportunities, developing and executing marketing strategies, negotiating and closing deals, managing customer relationships, and promoting our wide range of services and products to ensure continuous business growth.

The ideal applicant will demonstrate strong communication and negotiation skills, a deep understanding of market dynamics, and the ability to develop creative strategies for expanding market share. Candidates must be capable of working in multicultural environment, meeting targets, handling challenges with professionalism, and maximizing the value of both local and international business partnerships.



## **Job Description:**

### **KEY RESPONSIBILITIES:**

- Marketing Research & Analysis - Conducting research to understand customer needs, market trends, to find out community problems to bring out to bring solutions and competitor activities to guide strategy.
- Marketing Strategy Development- Assisting in creating and implementing effective marketing plans aligned with company objectives.
- Brand Management- Promoting and maintaining a positive company image and ensuring consistent branding across all platforms.
- Advertising & Promotions- Planning and executing advertising campaigns, promotions, and events to increase products/service awareness.
- Digital Marketing- Managing channels (social media, email marketing, CEO, and website content) to boost visibility and engagement.
- Customer Relationship Management (CRM) Building and maintaining strong relationships with customers to enhance loyalty and satisfaction.
- Sales Support- Working closely with the sales team to provide marketing materials, product knowledge, and lead generation.
- Content Creation- Developing creative content (brochures, newsletter, social media posts, video) to attract and engage customers.
- Budget Management- Managing marketing budgets effectively and ensuring cost-efficient use of resources.
- Monitoring & Reporting- Tracking the performance of campaigns, preparing reports, and giving recommendations for improvement.

### **MINIMUM POSITION QUALIFICATION REQUIREMENTS:**

#### **Academic Qualification & Professional:**



- A Bachelor's Degree in Marketing, Sales, Business, Accounts, Commerce, Public Relations, Business Administration or a similar discipline, or a comparable professional experience.
- Minimum Age: At least 24 years
- Copy of Nation ID or Number.
- Two recent soft copy passport size

**Experience:**

- One to five years of marketing and sales experience.
- Outstanding listening and communication abilities (in Swahili and English).
- Knowledge of inventory databases, sales software, and customer relationship management (CRM) platforms.
- The capacity to comprehend and apply a vast amount of product data and industry knowledge to address customer questions and close deals.
- Generating leads and achieving management- set sales targets.
- Business Deal Prospecting, negotiation and closing skills.
- Self-confidence.

**Other Requirements:**

- Be able to operate with little supervision and under pressure.
- Team player who takes individual accountability for results.
- Ability to travel to client sites within Tanzania
- Extra language skills like French, Chinese, Spanish

**Apply Before:**

- September 9, 2025



**How to Apply:**

- Submit your cover letter and updated Curriculum Vitae CV to [apikinvestment@gmail.com](mailto:apikinvestment@gmail.com) and cc. [nitanga360@gmail.com](mailto:nitanga360@gmail.com)

**NB:** Only shortlisted candidates will be contacted.