



VACANCIES ANNOUNCEMENT

Air Tanzania Company Limited (ATCL) is in the process of revamping its operations and has introduced new equipment to its fleet. The Company is therefore inviting applications from qualified Tanzanians to fill the following posts in Commercial Department.

1. POSITION: DIRECTOR OF COMMERCIAL AND BUSINESS DEVELOPMENT (1 POST)

a. Qualifications:

- i. Holder of a Bachelor Degree in Business Administration/Marketing or related qualifications and a Master's Degree in Business Administration/Marketing/Aviation related field or related qualifications from a recognized institution.
- ii. Eight (8) years of working experience in relevant field, 3 of which must be in a Senior Management position.
- iii. Proven hands on experience in formulation and implementation of airline marketing and commercial policies

b. Duties and responsibilities:

- To manage Commercial and Business Development Department activities
- Supervise the development and implementation of commercial strategies according to company goals and objectives aiming to accelerate growth
- Oversee market research and analysis to create detailed business plans on commercial opportunities (expansion, business development etc.)

- Develop sales forecasts and sales programs to ensure optimum market penetration and sales in line with company objectives
- Oversee the growth of Company's customers base and manage client relationships
- Foster collaborations with and coordinate diverse teams (marketing, sales, customer service etc.) and other stakeholders
- Ensure and sustain profitable partnerships with key stakeholders
- Monitor performance of commercial activities using key metrics and prepare reports for senior management
- Oversee the overall setting of business targets, budget development and monitoring activities aiming at sustainable revenue maximization
- Keep management fully informed of all relevant commercial and business development activities.
- To appraise staff performance and recommend development strategies.

2. **POSITION: MARKETING OFFICER (2 POSTS)**

c. Qualifications:

- i. At least a Degree in Marketing/Business Administration or related field
- ii. Proven relevant working experience of not less than 3 years in a highly competitive business environment
- iii. Must be computer literate.
- iv. Background in Air Transport Management and possession of IATA/UFTAA Advanced Diploma will be an added advantage

d. Duties and responsibilities:

The Marketing Officer oversees the company's marketing campaigns both internally and externally and plays a key part in communicating the ATCL's marketing message by doing the following:-

- Planning, preparing and managing the publication of all publicity materials to maximize brand promotion for ATCL.
- Create and execute marketing campaigns
- Developing new innovative ways to communicate the company message to its existing customers.
- Preparation of the annual sales and marketing plan.
- Planning and managing marketing events and evaluating their success.
- Perform and evaluate the effectiveness of all marketing activities.
- Developing and implementing an internal marketing programmes.
- Establish and manage an efficient customer service program.
- Develop key customers' accounts through personal involvement in the marketing functions. This includes commercials on television and radio, print display ads in magazines, newspapers, and on billboards, in-flight magazines, and home pages on the Web.
- Create slogans and logos, and create marketing schemes and special offers.
- Develop sales forecasts and sales programs to ensure optimum market penetration and sales in line with company objectives;
- Improve, manage and report sales performance.
- Prepare and implement corporate social responsibility programs
- Conduct Marketing and Sales training,
- Conduct Negotiation and partnership building between ATCL and other stakeholders/business partners

3. Salary:

Attractive remuneration package in accordance with the Institution's salary scale.

4. **Terms Of Employment:**

- i) For Director - 5 years contract (renewable)
- ii) For Marketing Officers - 3 years contract (renewable)

5. **Mode of Application:**

Interested applicants must submit the following for consideration of the applications:

- i) A curriculum vitae (CV);
- ii) Certified copies of certificates, licenses testimonials birth certificate and other relevant certificates;
- iii) Two recent passport size photographs;
- iv) Names and addresses of at least two reputable referees;
- v) Applicant's reliable contact address, email address and telephone numbers.

6. **Closing Date:**

The application letters should reach the undersigned **within 14 days** from the first date of this announcement:-

**Managing Director & Chief Executive Officer
Air Tanzania Company Limited,
P.O. Box 543,
DAR ES SALAAM.**