



KIJENGE ANIMAL PRODUCTS LTD.

Arusha, Tanzania

KAPL TANZANIA VACANCIES APRIL 2026

Kijenge Animal Products Limited (KAPL) is an Agro-Processing manufacturing company that continues to contribute significantly in Tanzania's industrial and agricultural transformation. Located in the Engutoto in Arusha, Tanzania. With current investments which supports ongoing projects and continued expansion, KAPL is inviting qualified and experienced professionals to apply for the following positions;

Sales and Marketing Manager (1 Position)

Department: Sales and Marketing Department

Employment Type: Full-time

Location: Arusha

The Sales and Marketing Manager will be responsible to articulate and implement the company's strategy for sales and marketing, develops forecasts and strategies to achieve price levels to ensure profitability, implementing marketing and advertising campaigns by assembling and analyzing sales forecasts. The Sales and Marketing Manager will actively seek out customers and forms good relationships with key influencers and buyers, should be kept abreast of industry trends, market and competitors' activities, will attend marketing related forums including but not limited to events, conferences and trade shows. The Sales and Marketing Manager is a team player who is able to motivate and ensure a highly effective sales and marketing team.

Key Responsibilities and Duties

- Collaborate with members of the Marketing team to penetrate key markets. Define the approach for the overall sale of new products and accounts retention.
- Establishing and staying updated on all the company digital platforms, providing related and creative content based on customers and industrial preference and feedback.
- Develop a comprehensive sales and distribution strategy to maximize sales opportunities.
- Propose sales and distribution policies that reflect the organization's goals.

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- Direct the Sales team in generating proposals that define a clear path to client satisfaction and revenue growth.
- Establish customer relationship management (CRM) systems and guidelines to manage customer relationships.
- Establish internal guidelines for personal data protection based on applicable legislations, to manage customer data.
- Foster relationships with new partners to achieve desired revenue. Influence senior stakeholders within customer's organizations and premier buyers in the industry.
- Investigate factors impacting sales performance.
- Leverage innovations to maximize the revenue of traditional and digital assets and products.
- Monitor changes in the industry and leverage them for business opportunities.
- Outline objectives in key target areas such as sales volume, market share, distribution channels and profit margins to guide promotions and sponsorships.
- Participate in forums to keep abreast of new changes in the industry and practices.
- Promote positive relationships with major customers to understand their needs.
- Provide advice when preparing bid documents and integrated proposals for key accounts.
- Provide input on sales incentive structure and key performance indicators to help monitor targets.
- Recommend changes in pricing structures in product lines or products.
- Review sales performance by analyzing performance reports.

Minimum Qualifications

Educational Requirements

- Bachelor's Degree in Business Administration, Marketing, Commerce, Economics or any related degree relevant for the position. MBA or Master's education in commercial marketing, plus CIM certification will be an advantage for the candidate.

Experience

- Minimum 5 years in sales position, at least 2 in a senior/managerial role
- Proven experience leading a sales team in manufacturing, FMCG, or Agro-processing

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- Track record developing multi-channel distribution strategies across East Africa
- Experience building and managing CRM systems
- Experience in a post-investment or high-growth business environment is an advantage

Personal Attributes

- Strategic commercial thinking and market development
- Sales team leadership and performance management
- Customer relationship management
- Digital platform management and content strategy and creativity
- Market intelligence and industry monitoring
- Data-driven decision making and performance analysis
- Partnership development and stakeholder influence
- Data protection and compliance governance

Sales Executives (3 Positions)

Department: Sales and Marketing Department

Employment Type: Full-time

Location: Arusha

The Sales Executive is responsible for driving sales within an assigned zone by actively engaging customers, promoting KAPL's products, and ensuring product availability in the market. The Sales Executive works under the guidance of the Sales and Marketing Manager, executing set plans on the ground, responding to customer needs, and contributing to the team's overall sales performance.

Key Responsibilities and Duties

- Visit existing and potential customers within the assigned zone to promote and sell KAPL products
- Ensure product availability and visibility at assigned outlets, distributors, and customer points

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- Provide accurate product information and answer customer queries in a timely and professional manner
- Deliver product samples to prospective clients and follow up to convert leads into sales
- Maintain and update a customer database for the assigned zone for future engagement
- Conduct direct marketing to new and existing clients through phone calls, emails, and in-person visits
- Monitor and report on competitor activities, products, pricing, and promotions within the zone
- Report daily, weekly, and monthly sales activity and progress against targets to the line manager
- Participate in monthly and quarterly sales meetings and contribute zonal feedback
- Stay up to date on all KAPL products, services, pricing, and promotional schemes
- Support team members and contribute to a disciplined, cooperative working environment

Minimum Qualifications

Education Requirements

- Diploma or Bachelor's Degree in Sales & Marketing, Business Administration, Commerce, or a related field

Experience

- Minimum 2–3 years of experience in a sales, marketing, or customer-facing role
- Experience in FMCG, Agro-processing, animal feeds, or food products is an added advantage

Knowledge & Skills

- Basic understanding of sales principles and customer service practices
- Ability to identify customer needs and present products effectively
- Basic knowledge of the local market and distribution channels within the assigned zone
- Competent in MS Office (Word, Excel) and able to maintain a customer database
- Good written and verbal communication skills in both English and Kiswahili

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Personal Attributes

- Self-motivated with a strong drive to meet and exceed sales targets
- Honest, reliable, and professional in conduct at all times
- Ability to work independently in the field with minimal supervision
- Team player who supports colleagues and contributes to a positive work environment
- Willingness to travel within the assigned zone regularly

Other Requirements

- Valid driver's license (motor vehicle) is an advantage
- Must be physically able to carry out field visits and product deliveries within the zone

Brand Ambassadors (10-20 Positions)

Department: Sales and Marketing Department

Employment Type: Casual/ Volunteer

Location: Arusha

The brand ambassador will be responsible in building awareness, creating connections with customers, and influencing purchasing decisions through personal engagement. A Brand Ambassador focuses on creating brand visibility, loyalty, and positive perception in the market.

Brand Ambassadors will operate in the field, at markets, distributor points, retail outlets, and community events, promoting KAPL's products such as animal feeds, maize flour, and poultry products directly to end users and traders.

Key Responsibilities and Duties

- Represent KAPL's brand professionally and positively at all times in the assigned area
- Promote KAPL products at retail outlets, markets, Agro-dealers, and community events within the zone
- Educate customers and traders on KAPL product features, benefits, usage, and pricing
- Distribute product samples, flyers, and promotional materials to targeted customers

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- Build and maintain strong relationships with customers, traders, and community influencers to drive brand loyalty
- Assist the Sales Executive in identifying new sales leads and potential customers within the zone
- Collect and report customer feedback, complaints, and market observations to the Sales Executive
- Monitor and report competitor branding activities, promotions, and new products in the zone
- Participate in trade shows, exhibitions, product launches, and any promotional events organized by KAPL
- Ensure KAPL products and branding materials are properly displayed at outlets and distributor points
- Maintain a daily activity log and submit regular reports on customer engagements and market activities
- Uphold KAPL's brand standards and values in all customer interactions

Minimum Requirements

Education

- Certificate or Diploma in Sales & Marketing, Public Relations, Communications, Business, or a related field
- Candidates with a strong personality and relevant field experience may be considered in place of formal qualifications

Experience

- Minimum 1 year of experience in a sales, promotions, marketing, or customer engagement role
- Prior experience as a promoter, merchandiser, or field agent is an added advantage
- Familiarity with KAPL's product categories (animal feeds, poultry, maize products) is desirable

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Knowledge & Skills

- Good understanding of basic sales and marketing concepts
- Ability to communicate product benefits clearly and persuasively to different audiences
- Basic knowledge of the local market, traders, and customer behavior in the assigned zone
- Ability to maintain simple records and submit written activity reports
- Proficiency in Kiswahili is mandatory; basic English is an advantage

Personal Attributes

- Outgoing, confident, and approachable personality
- Passionate about the KAPL brand and able to inspire confidence in customers
- Honest, punctual, and professional in appearance and conduct at all times
- Self-driven and able to work with minimal supervision in the field
- Strong interpersonal skills and ability to connect easily with people from different backgrounds
- Resilient and energetic — comfortable working outdoors and in busy market environments

Other Requirements

- Willingness to work flexible hours including weekends and during promotional events
- Ability to travel within the assigned zone regularly
- Smart, neat appearance that reflects the KAPL brand at all times

Foot Soldiers (10-20 Positions)

Department: Sales and Marketing Department

Employment Type: Casual/ Volunteer

Location: Arusha

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A Foot Soldier will move through markets, streets, and trading points daily to push products, create visibility, and drive immediate sales at the most basic level.

The primary goal of a foot soldier is to get the product moving, ensure it is available at every possible point, and report back what is happening at ground level.

Key Responsibilities and Duties

- Cover assigned routes, markets, and trading points daily to sell and promote KAPL products
- Ensure KAPL products are available and properly displayed at every outlet on the assigned route
- Persuade traders, shopkeepers, and small-scale buyers to stock and sell KAPL products
- Collect orders from customers and coordinate with the Sales Executive for timely delivery
- Distribute product samples and promotional materials to potential customers along the route
- Report stockouts, pricing issues, and competitor activities observed in the field
- Maintain a daily record of outlets visited, sales made, and customer interactions
- Support the Brand Ambassador during promotional events, activations, and product launches
- Build basic but consistent relationships with traders and customers on the assigned route
- Submit daily activity and sales reports to the Sales Executive or Brand Ambassador

Minimum Requirements

Education

- Ordinary Level Education
- Any additional certificate in Sales, Marketing, or Business is an added advantage but not mandatory

Experience

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- Any prior experience in hawking, market trading, field promotions, or casual sales is an advantage

Knowledge & Skills

- Basic numeracy and literacy skills in Kiswahili
- Basic English is an advantage but not mandatory
- Ability to maintain simple sales records and tally sheets
- Knowledge of local markets, trading routes, and customer habits in the assigned area

Personal Attributes

- Energetic, hardworking, and physically fit for daily fieldwork
- Honest and trustworthy — handles company stock and cash responsibly
- Street-smart with a good understanding of how local markets operate
- Persistent and persuasive — not easily discouraged by rejection
- Punctual, reliable, and committed to covering the full route every day
- Team player who communicates openly with the Brand Ambassador and Sales Executive

Other Requirements

- Must be physically able to walk long distances and carry promotional materials
- Willingness to work in outdoor environments including busy markets and rural trading points
- Reliable and available for early morning starts as required by the sales route schedule
- Must reside in or be very familiar with the assigned zone

Send your CV and Cover letter on the email address; ep.mtowe@kapl.co.tz with the subject of the title you are applying for followed by your name.

The deadline for applications is Sunday 12th April 2026.