

# Regional Leader – Job Opportunity 2026

The WASSHA Inc. Tanzania Branch is inviting qualified candidates to apply for the position of **Roving Regional Leader** under the **Sales and Marketing Division**. The role involves overseeing marketing and supply chain operations across multiple regions to ensure efficient service delivery and business growth.

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## Job Details

Item	Description
Position	Regional Leader
Job Grade	T5
Organization	WASSHA Inc. Tanzania Branch
Division	Sales and Marketing
Department	Coast / Lake / South / Central Zone
Workstation	Roving (oversees multiple locations)
Reports To	Zone Team Leader
Direct Reports	Marketing Officers, Supply Chains Officer

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## Job Purpose

The Regional Leader will **manage and lead marketing and supply chain teams within assigned regions** to maximize profitability and deliver high-quality services to WASSHA customers. The role focuses on **effective planning, organizing, and monitoring of operations while ensuring efficient use of company resources**.

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## Key Responsibilities

### Managerial Responsibilities

- Lead and manage **Marketing Officers** to deliver high-quality services to customers.
- Plan, organize, and monitor task execution by Marketing Officers and Marketing Representatives.
- Oversee **supply chain and logistics operations** in assigned regions.

### Functional Responsibilities

- Develop and maintain a structured **program of work**.
  - Plan and implement WASSHA procedures for **market segmentation and product promotion**.
  - Analyze market opportunities, strengths, weaknesses, and threats to drive growth.
  - Sign contracts with **agents and Marketing Representatives** as authorized.
  - Conduct **on-job training** for marketing staff and agents.
  - Achieve **regional sales and profit targets**.
  - Review, adjust, and approve budgets for marketing teams.
  - Ensure tasks are completed **on time and within budget**.
  - Conduct **WASSHA marketing audits** to monitor sales performance.
  - Maintain and update **customer databases**.
  - Collect and communicate market feedback to supervisors.
  - Resolve operational challenges faced by agents and customers.
  - Ensure regional stores maintain **adequate stock levels**.
  - Manage asset tracking and return idle assets to zone warehouses.
  - Monitor stock movement to ensure delivery to the correct destination.
  - Perform other duties assigned by supervisors.
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## Minimum Qualifications

### Academic Requirements

Candidates must have a **Degree in one of the following fields**:

- Sales and Marketing
- Supply Chain Management
- Business Administration
- Or any related field

### Experience

- **Minimum 1 year of proven experience in sales and marketing or related work.**
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## Working Relationships

### Internal Stakeholders

- Marketing Officers
- Customer Service Officers
- Supply Chain Officers

## External Stakeholders

- Marketing Representatives
  - Agents
  - End Users / Customers
  - Potential Customers
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## Required Competencies

### Functional Skills

- Knowledge of **stock management**
- Strong **leadership skills**
- Problem-solving and analytical ability
- Excellent **communication skills**
- Computer literacy including **Excel and spreadsheets**
- Customer-oriented approach
- Strong teamwork capability
- Training and facilitation skills

### Behavioral Competencies

- Stress tolerance
  - Flexibility and adaptability
  - Accountability and transparency
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## How to Apply

Interested candidates should submit:

- **Application Letter**
- **Updated Curriculum Vitae (CV)**

Applications must be sent to:

**Email:** [hr@tz.wassha.com](mailto:hr@tz.wassha.com)

Applicants should clearly **state their salary expectations** in the application.

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