



Brand Ambassador – Chemba Asali Honey

Reports To: Marketing Sales Director

Location: Field-based + Online (Tanzania and beyond)

Job Type: Part-time

Job Summary:

The Brand Ambassador for Chemba Asali Honey will serve as the face and voice of the brand, promoting the natural, health, and community values behind our pure Tanzanian honey. You will represent Chemba Asali in public events, online platforms, retail outlets, and educational spaces, engaging with customers and sharing the benefits and uses of honey to drive awareness, loyalty, and sales.

Key Responsibilities:

- Represent Chemba Asali Honey at local markets, exhibitions, health expos, food shows, and agricultural fairs.
- *Introduce Chemba Asali to various NGOs, sharing our expertise in Training on beekeeping, environmental conservation, and Climate change adaptation strategies to increase the number of trained beekeepers supported by various NGOs.*
- *Identify various Investors in Beekeeping and link them to Chemba Asali experts for consultancy, but also to increase the sales of improved Beehives made by Chemba Asali experts, also increasing sales of Modern tools and equipment for beekeeping sold at Chemba Asali.*
- Distribute flyers, samples, and product catalogs to potential customers and retailers.
- Create and share engaging videos, photos, reels, and posts featuring Chemba Asali Honey on platforms like Instagram, Facebook, TikTok, and WhatsApp.
- Use your personal or assigned social media to build trust and spread brand awareness.
- Explain the health benefits of raw and natural honey, including how it is harvested and why Chemba Asali is unique.
- Answer product questions, provide usage tips (e.g., for skincare, immunity, or cooking), and guide customers in choosing products.
- Encourage sales through referrals, pop-up shops, or direct customer interactions.
- Support supermarkets, pharmacies, or health stores where Chemba Asali is stocked by ensuring good display and product rotation.

JOB VACANCY

- Collect customer feedback and relay concerns, testimonials, and ideas to the management team.
- Monitor local trends in honey consumption, pricing, and competitor products.
- Visit schools, women's groups, or farmer gatherings to talk about beekeeping, honey processing, and environmental conservation.
- Encourage youth and women to join the honey value chain.

Qualifications:

- Passion for natural products, health, or sustainability
- Outgoing, persuasive, and trustworthy
- Strong social media presence (preferred)
- Fluent in Kiswahili and basic English
- Experience in marketing, sales, or community engagement (an added advantage)

Skills Required:

- Excellent communication and storytelling
- Confident public speaking and networking
- Digital content creation and social media skills
- Customer relationship and basic sales techniques
- Creativity, discipline, and passion for honey

Performance Indicators:

- Increase in local brand awareness (mentions, inquiries)
- Social media reach and engagement
- Number of new customers, referrals, or retail leads
- Quality of feedback and reporting
- Event participation and outreach results

Compensation & Salary Structure:

This is volunteer work, and payment will be made according to the Sales generated due to the work done. Chemba Asali provides an avenue for mutual growth. Following extraordinary performance, a monthly fixed stipend will be provided after three months of Probation. In addition, you will be able to earn a 5% commission for each closed sale.

How to apply:-

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Send you a motivational letter and resume to chembaasali@gmail.com, copying madadulu@gmail.com, or you can send your resume via WhatsApp +255763875191. Women are encouraged to apply.

Application Deadline: 10th September 2025