

Partnership & Sales Manager, Busara Promotions	
Job details	
<b>Job Title:</b> Partnership & Sales Manager	<b>Reports to:</b> Managing Director, Finance & Admin
<b>Location:</b> Zanzibar, Full time, on site	<b>Organization:</b> Busara Promotions
<b>Works closely with:</b> Marketing & Communications Manager, Festival Director, Programs Team	
Busara Promotions	
<p>Busara Promotions is a non-profit NGO, registered in Zanzibar since 2003, dedicated to building skills and providing professional opportunities in the East African music industry, while fostering regional and international exchange. We are seeking motivated and skilled professionals to join our core team in Zanzibar and contribute to the growth of our flagship platforms, <b>Sauti za Busara</b> and <b>FuTopia Festival</b>.</p>	
Job summary	
<p><b>Partnerships &amp; Sales Manager</b> is responsible for driving revenue-generating partnerships and managing commercial relationships across Busara Promotions platforms, including <b>Sauti za Busara</b> and <b>FuTopia Festival</b>.</p> <p>The role focuses on <b>execution</b> and <b>conversion</b> by turning opportunities into concrete partnerships, managing sponsor relationships, and developing sales channels through packages and relationships with hotels and tour operators. The Partnerships &amp; Sales Manager builds and maintains a strong pipeline, closes deals, and ensures the delivery of partner deliverables.</p>	
Key Responsibilities	
<p><b>1. Partnerships &amp; Sponsorship Execution</b></p> <ul style="list-style-type: none"> <li>• Identify, approach, and secure <b>small to mid-level sponsors and partners</b></li> <li>• Support the Managing Director in developing and closing larger strategic partnerships</li> <li>• Prepare and present partnership proposals and packages</li> <li>• Follow up consistently on leads and negotiations</li> </ul> <p><b>2. Sales &amp; Revenue Generation</b></p> <ul style="list-style-type: none"> <li>• Develop and manage <b>ticket sales channels</b>, including:               <ul style="list-style-type: none"> <li>○ Hotels</li> <li>○ Tour operators</li> <li>○ Travel agents</li> </ul> </li> <li>• Build and implement <b>ticket + experience packages</b></li> <li>• Identify new commercial opportunities to increase revenue</li> </ul> <p><b>3. Partnership Management &amp; Delivery</b></p> <ul style="list-style-type: none"> <li>• Maintain relationships with sponsors and partners</li> <li>• Ensure all agreed benefits and visibility commitments are delivered</li> <li>• Coordinate with Marketing &amp; Communications for:               <ul style="list-style-type: none"> <li>○ Sponsor visibility</li> </ul> </li> </ul>	
<p><b>Busara Promotions</b>            PO Box 3635            Zanzibar, Tanzania            busara@busara.or.tz</p>	
<p>+255 242 232 423            +255 773 822 294            www.busaramusic.org</p>	

- Campaign integration
- Coordinate with Programs and Operations to ensure partner activations are executed

#### 4. Pipeline & CRM Management

- Build and maintain a **structured partnerships pipeline**
- Track all leads, opportunities, and deal stages
- Provide regular updates on:
  - Active leads
  - Deals in negotiation
  - Closed partnerships

#### 5. Market Development & Outreach

- Actively seek new partnership opportunities in:
  - Tourism sector
  - Corporate sector
  - Regional and international markets
- Leverage existing networks and build new relationships
- Represent Busara Promotions in meetings, events, and networking opportunities

#### 6. Merchandise Sales

- Develop and manage **sales channels** for merchandise (online, local shops, hotels, tour operators, on-site sales)
- Integrate merchandise into **ticket packages and partner offers**
- Explore **co-branded merchandise opportunities** with partners
- Monitor **sales performance** and support pricing and distribution decisions
- Oversee stock keeping executed by project assistant and ensure all suppliers always have enough stock available

### Required Qualifications & Experience

- 1 Minimum **3–5 years of experience** in:
  - Sales
  - Partnerships
  - Business development
  - Account management
- Proven track record of:
  - Securing partnerships or closing deals
  - Working with revenue targets or sales KPIs
- Experience in at least one relevant sector:
  - Events / festivals
  - Tourism / hospitality
  - Corporate sponsorship

### Core Skills & Competencies

#### Commercial & Sales Skills

- Strong negotiation and closing ability
- Ability to identify and convert opportunities into partnerships
- Confidence in presenting proposals and pitching to partners

#### Relationship Management

- Ability to build and maintain professional relationships
- Strong follow-up discipline
- Reliability in delivering commitments

### **Organisation & Pipeline Management**

- Structured approach to managing leads and deals
- Ability to track multiple opportunities simultaneously
- Strong attention to detail

### **Communication Skills**

- Clear and professional verbal and written communication
- Ability to prepare proposals and presentations

### **Proactivity & Ownership**

- Self-driven and results-oriented
- Comfortable working with targets and accountability
- Ability to operate independently while coordinating with teams

### **Desirable Attributes**

- Experience working in Zanzibar or East African tourism ecosystem
- Existing network in:
  - Hotels
  - Tour operators
  - Corporate sector
- Interest in music, culture, and events

### **Working Approach & Team Culture**

Busara Promotions is built on a strong sense of collaboration, shared purpose, and collective energy. While each role has clear responsibilities, our work—especially during the lead-up to and delivery of our festivals—relies on everyone stepping in, supporting one another, and going beyond their defined scope when needed. Festival environments are dynamic, fast-paced, and at times unpredictable, and success comes from a team that is flexible, committed, and fully invested. We value people who bring a positive attitude, take initiative, and contribute to a strong team spirit where everyone works together to make the event happen.