



WE'RE HIRING

Wananchi Housing Company Limited is a dynamic and growing real estate development and property management company committed to delivering affordable, quality housing solutions. We are firm believers on integrity, customer focus, and sustainable building practices. Wananchi Housing Company Limited aims to be a trusted and reliable partner in providing housing and real estate development solutions in Tanzania.

JOB DESCRIPTION

Commercial Officer – Real Estate Agency Division

Job Title: Commercial Officer

Department: Business Development

Reports To: Chief Executive Officer

Location: Dar Es Salaam

Employment Type: Full-Time

1. Job Purpose

The Commercial Officer is responsible for driving the agency's revenue through property sales, leasing, marketing, business development, and client relationship management.

The position will actively identify and develop new business opportunities, attract property owners and prospective buyers/tenants, promote the agency's property portfolio, negotiate transactions, and support the successful completion of property deals.

The ideal candidate should be commercially minded, target-oriented, proactive, persuasive, and capable of building strong relationships with property owners, investors, tenants, buyers, developers, and other stakeholders.

2. Overall Objective

The Commercial Officer's primary objective is to grow the agency's property portfolio, generate qualified business opportunities, convert leads into successful transactions, build strong client relationships, and contribute directly to the agency's revenue and market growth.

3. Key Responsibilities

A. Business Development

- Identify and develop new business opportunities for the agency.
- Source new property owners and clients who require sales, leasing, or property marketing services.
- Develop and maintain relationships with property owners, investors, developers, corporate clients, and other strategic partners.
- Generate leads through networking, referrals, market research, digital platforms, and direct marketing.
- Explore new markets and opportunities that can increase the agency's revenue.
- Develop and maintain a strong pipeline of prospective clients and transactions.

B. Property Sales & Leasing

- Market and promote properties available for sale or lease.
- Respond to enquiries from prospective buyers and tenants.
- Arrange and conduct property viewings.
- Understand client requirements and recommend suitable properties.



- Negotiate commercial terms between property owners and prospective buyers or tenants.
- Follow up on leads and prospects to convert opportunities into completed transactions.
- Coordinate with relevant parties throughout the transaction process.
- Maintain accurate records of leads, viewings, negotiations, and completed transactions.

C. Property Marketing

- Develop effective marketing strategies for the agency's property portfolio.
- Prepare property listings, advertisements, brochures, presentations, and other promotional materials.
- Ensure property information, photographs, pricing, and availability are accurate and up to date.
- Promote properties through appropriate online platforms, social media, networking events, and other marketing channels.
- Monitor the effectiveness of marketing activities and recommend improvements.

D. Client Relationship Management

- Build and maintain long-term relationships with clients.
- Provide professional and timely responses to client enquiries.
- Understand client needs and provide appropriate real estate solutions.
- Maintain regular communication with property owners and prospective clients.
- Handle client concerns professionally and escalate issues when necessary.
- Encourage repeat business, referrals, and long-term client relationships.

E. Market Research

- Monitor property market trends, rental rates, selling prices, demand, and competition.
- Conduct research on emerging investment and development opportunities.
- Provide management with market intelligence and commercial recommendations.
- Monitor competitor activities and identify opportunities for the agency to improve its market position.

F. Reporting & Performance Management

- Maintain a database of clients, properties, leads, and business opportunities.
- Prepare regular reports on sales, leasing, leads, viewings, negotiations, and completed transactions.
- Provide management with updates on the commercial pipeline and expected revenue.
- Track performance against agreed sales and revenue targets.
- Recommend actions to improve conversion rates and commercial performance.

4. Key Performance Indicators (KPIs)

Performance will be measured against agreed targets, which may include:

- Number of new property listings acquired.
- Number of qualified leads generated.
- Number of property viewings conducted.
- Number and value of properties sold.
- Number and value of properties leased.
- Monthly/quarterly revenue generated.
- Lead-to-transaction conversion rate.
- Number of new clients acquired.
- Number of active property-owner relationships.



- Client retention and referral rates.
- Growth of the agency's property portfolio.
- Achievement of monthly, quarterly, and annual commercial targets.

5. Qualifications & Experience

Minimum Requirements:

- Diploma or Bachelor's degree in Property Management, Real Estate Finance and Investment, Land Survey, Valuation, and the Built Environment; Business Administration, Marketing, Sales, Finance, or a related field.
- At least 2–3 years of relevant experience in real estate, sales, business development, property management, or a related commercial role.
- Experience in property sales and/or leasing is a must.
- Strong understanding of the local real estate market.
- Proven ability to generate leads and convert prospects into business.

6. Required Skills & Competencies

The successful candidate should demonstrate:

- Strong sales and negotiation skills.
- Excellent communication and interpersonal skills.
- Strong business development capability.
- Customer-focused attitude.
- Good knowledge of property marketing techniques.
- Strong networking and relationship-building skills.
- Commercial awareness and ability to identify business opportunities.
- Good organizational and time-management skills.
- Ability to work independently and meet targets.
- Strong follow-up and closing skills.
- Good computer literacy and ability to use CRM, property listing, and digital marketing platforms.
- Professional presentation and conduct.
- Integrity, reliability, and confidentiality.

7. Personal Attributes

The ideal candidate should be:

- Proactive and self-motivated.
- Target-driven and results-oriented.
- Confident and persuasive.
- Professional and well presented.
- Honest and trustworthy.
- Energetic and willing to network.
- Customer-oriented.
- A strong negotiator.
- Able to work under pressure.
- Comfortable working with performance-based targets.

8. Authority & Decision-Making

The Commercial Officer is expected to independently manage day-to-day commercial activities within the authority delegated by management, while seeking approval for matters involving



pricing, commissions, contractual commitments, discounts, or other significant commercial decisions.

9. Working Relationships

The Commercial Officer will work closely with:

- Managing Director / CEO
- Property Owners and Landlords
- Buyers and Tenants
- Property Developers
- Investors
- Property Managers
- Marketing and Administrative Teams
- Legal and Financial Service Providers
- External Agents and Business Partners

10. Remuneration

Basic Salary: (Negotiable)

Commission/Incentive: The position will include a performance-based commission or incentive structure linked to completed property sales, leases, new business acquired, and achievement of agreed commercial targets.

HOW TO APPLY

Applicants must submit their Curriculum Vitae (CV) via email to jobs@mekonsult.co.tz. The application deadline is 31st August, 2026.