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## British American Tobacco Recruitment 2025 – Nigerian Latest Jobs Update

### Description

As a Sales Representative at British American Tobacco, you will be an integral part of our dynamic and forward-thinking team. Your primary responsibility will be to drive sales and maximize revenue within the Nigerian region. This role requires a proactive and results-oriented individual with excellent communication and negotiation skills.

### Responsibilities

- Sales Growth:** Achieve and exceed sales targets through effective planning, execution, and monitoring of sales activities.
- Market Analysis:** Conduct market research to identify new opportunities and stay updated on industry trends.
- Customer Relationship Management:** Build and maintain strong relationships with key accounts, distributors, and retailers.
- Product Knowledge:** Stay informed about the company's products and services to effectively communicate their benefits to customers.
- Feedback Collection:** Gather customer feedback and market insights to provide valuable input for product development and improvement.
- Sales Reporting:** Prepare and submit timely sales reports, forecasts, and market intelligence to the management team.
- Compliance:** Ensure compliance with all company policies, procedures, and ethical standards.

### Qualifications

- Bachelor's degree in Business Administration, Marketing, or a related field.
- Proven track record in sales, preferably in the FMCG industry.
- Strong communication, negotiation, and interpersonal skills.
- Ability to work independently and as part of a team.
- Excellent problem-solving and decision-making abilities.
- Knowledge of the Nigerian market and regulatory environment.

### Job Benefits

- Competitive salary with performance-based incentives.
- Comprehensive health insurance coverage.
- Professional development opportunities.
- Employee assistance program.
- Work-life balance initiatives.
- Employee discounts on company products.

### Contacts

Interested candidates should submit their updated resumes and cover letters to [recruitment@bat.com](mailto:recruitment@bat.com) with the subject line "Sales Representative Application – Nigerian Region." Please include relevant experience, qualifications, and a brief

**Hiring organization**  
British American Tobacco

**Employment Type**  
Full-time

**Industry**  
Tobacco Manufacturing

**Job Location**  
2 Olumegbon Road Off Alfred Rewane Road Ikoyi Lagos Nigeria, 100001, Ikoyi , LAGOS, Nigeria

**Working Hours**  
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**Date posted**  
January 22, 2026

**Valid through**  
04.01.2026

statement on why you are the ideal candidate for this position.

British American Tobacco is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences. Only shortlisted candidates will be contacted for interviews.

Note: Ensure that your application is received before the deadline, as late applications will not be considered.