



འབྲུག་བརྒྱུད་འཕྲིན་ཚོང་།
Bhutan Telecom Ltd.

Terms of Reference

Job Title	Associate Marketing Officer
No. of Slots	1 (One)
Location	Thimphu

Accountabilities/Responsibilities	
<ul style="list-style-type: none">✓ Design, prepare, manage and coordinate all marketing, advertising and promotional activities of BT through use of appropriate marketing platforms.✓ Build and enhance customer loyalty through partnership and customized product and service offerings (CRM)✓ Conduct market research and analysis to determine market requirements for existing and future products✓ Carry out data analytics to understand customer behaviors, competitor activities, and performance (products & services of BT) to ensure a market-driven and customer focused business strategies and decisions✓ Identify opportunities to reach new market segments and expand market share✓ Develop marketing & pricing strategy in consultation with the Corporate Strategy Office and Technical department✓ Monitor, review and report on all marketing activities and results✓ Collect feedback and report from the field staff regarding the customers' preferences in order to determine product/service improvement.✓ Propose and manage the marketing budget✓ Collaborate with other divisions for achieving overall targets✓ Achieve sales targets as assigned by the management✓ Maintain an accurate record of all sales and stocks.✓ Maintain good interpersonal relationships with channel partners, government authority & stakeholders.✓ Other duties and responsibilities as assigned	

Qualification, Knowledge, Skills and Experience	<ul style="list-style-type: none">• BBA/B Com. (Major in Marketing/Digital & Communication)• Minimum of 60% marks in Class X, XII and degree
Remuneration:	<ul style="list-style-type: none">• Grade/ Cadre: A1• Pay Scale: 28,665-715-42,965• Allowance: Corporate Allowance 20%, Fixed Allowance-60%
Employment Type	Regular

