



Terms of Reference

Job Title	Marketing Officer
Position Level	Officer
Reports to	Manager
Location	HQ-Thimphu

Accountabilities/Responsibilities	
✓	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 by the CEO and GM Customer Service



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Qualification, Knowledge, Skills and Experience	Qualification: <ul style="list-style-type: none">• Minimum of Bachelors' Degree (BCOM/BBA /Economics/Statistics/Business/Marketing/HRA) with good academic record from a recognized university/institution. Knowledge and Skills: <ul style="list-style-type: none">• Good communication and writing skills• High integrity, drive for excellence and good interpersonal skills• Result orientation and ability to work autonomously
Employment Type	Regular
Remuneration:	Grade/ Cadre: A1 Pay scale: 28665-715-42965 Corporate Allowance: 20%, Fixed Allowance: 60%