



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	



Qualification, Knowledge, Skills and Experience	<p>Qualification:</p> <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. <p>Knowledge and Skills:</p> <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%