

## **Terms of Reference**

1. **Position:** General Manager, Marketing Division
2. **Purpose of Post:** Develop long term and annual plan, analyzes and defines customer need, potential market segments, potential customers, and the competitive environment to develop a plan for new product introduction. Estimates market value of products and issues not being addressed by current product providers. Develop and presents business case to management to make decision on entry into a specific marketing segment. Shoulder responsibility for communication and Public Relations (PR) strategy. Handles the entire marketing activities to influence customers to choose the organization's products over those of competitors.
3. **Report to:** Director, Business Department
4. **Management of:** Marketing Division
5. **Main duties and Responsibilities**

### **A. Marketing Analysis**

- Conduct market research to determine market requirements for existing and future products
- Analysis of customer research, current market conditions and competitor information

### **B. Business Planning and Development**

- Develop and implement marketing strategies which outline clearly how to promote the organization's products and services to its target market with the aim of increasing sales volumes and maintaining a competitive edge over competitors
- Expand and develop marketing platforms

### **C. Product / Service Development and Pricing**

- Manage and coordinate all marketing, advertising and promotional activities of the organization
- Manage the productivity of the marketing plans and projects
- Develop pricing strategy
- Identify new business opportunities – analyze market trends to identify unexploited or new markets for the organization's products and services

#### **D. Customer management**

- Customer Relationship Management – the GM should perform the function of championing customer relationship management in the organization. Based on customer database and feedback, he/she should ensure excellent customer service in order to build lasting relationships
- Instilling a marketing led ethos throughout the business and making customer-focused decisions

#### **E. Supervisory responsibilities**

- Monitor, review and report on all marketing activities and results
- Propose and manage the marketing budget
- Report on return on investment and key performance metrics
- Collaborate with other divisions for achieving overall targets
- Manage the employees within the Marketing Division. Assign duties and set targets for staff and perform periodic performance evaluations

#### **F. Any Other Responsibilities**

### **6. Key Competencies**

Knowledge required

- Business development planning and marketing
- Market Analysis
- Market coordination

Skills required:

- Strategic planning for product/service development and service delivery
- Strategic thinking
- Problem analysis and problem-solving
- Creativity
- Adaptability
- Decision-making
- Persuasiveness

### **7. Education and Experience**

- Minimum of MBA / Masters in Marketing /Masters in Economics.
- Possess at least 10 (ten) years of working experience in aspects of business, preferably in the marketing excluding long term study period, of which 3 (three) years should be at the Senior Managers level or P2A level & above in case of civil servants.
- Proven experience in customer and marketing research and marketing skills
- Relevant product and industry knowledge
- Experience with relevant software applications
- Applicants should not be more than 50 (fifty) years old as on the date of submission of application for this post.

## **8. Employment Term and Remuneration**

a. **Employment Term:** The employment shall be contract basis with an initial term of three (03) years with possibility of extension.

b. **Remuneration:**

- i. Basic Pay: Nu.48,500/-
- ii. Contract Allowance: 60% of the Basic
- iii. PVBA: 15% of the basic
- iv. Annual Increment: 3% of the basic
- v. Other allowances as per the Service Rule of the Company.

## **9. Applications:**

To apply for the above position, please fill up the employment form and submit your application to the following address latest by 1200 hours, 4<sup>th</sup> September, 2019.

The General Manager,  
Corporate Services Division  
Bhutan Telecom Limited  
PO Box 134, Drophen Lam 2/28  
Thimphu; Bhutan

Following documents will need to be submitted along with the applications:

- Curriculum Vitae/Resume
- Security Clearance (NOC)
- NOC from employer will be required if already employed
- Copy of Citizen I.D Card
- Medical Fitness Certificate
- Work Experience and Testimonials
- Academic Transcripts (Cl-X, Cl-XII, Degree & Masters Degree Mark Sheets)
- Name, address and phone number of minimum 2 professional references (one of which should be current or last employer, if applicable).

Applications and copies of documents submitted by the applicants will be retained by Bhutan Telecom and not returned under any circumstances. Shortlisted candidates will be required to produce the original documents during the interview for verification. Only shortlisted candidates will be contacted for further interview.

**For more information please call + 975 2 343434 (ext: 1119)**