

TERMS OF REFERENCE

1. **Position:** Associate Marketing Officer
2. **Report to:** General Manager, Marketing Division
3. **No. of position: 1**
4. **Major Responsibilities:** The Marketing Officer shall liaise with other staffs of the Regions and the Marketing Division in carrying out tasks related to marketing of all products/services of BT.
 - Shall define the market needs for product/services and convert market requirements into product/service requirements.
 - Build business cases for products/services development with other functional units like technical, sales, product and communications and develop road maps.
 - Study existing pricing models and product lifecycles and come up with recommendations and bundling of services/products.
 - Come up with value added services and offers for each target segments for the purpose of retention as well as acquiring new customers.
 - Designing and managing customer segmentation.
 - Educate the sales and marketing communications teams on new products/services for effective service delivery to the customers.
 - Maintain product/service performance guidelines and work towards optimization.
 - Study the existing product portfolios and come up with plans for introducing new products/services on a regular basis.
 - Analyze usage data to reveal customer buying behaviors/preferences.
 - Responsible for regular reporting on KPIs like subscriber base, ARPU, market share, etc for all the three service verticals.
 - Work with technical teams on new technologies and recommend appropriate enhancements.
 - Collect required data from all the service verticals on periodic basis for analysis purpose as well as for submission to external agencies.
 - Carry out impact study of offers/schemes.
 - Help devise strategies to improve customer service.
 - Devise appropriate Sales & Distribution strategies to achieve financial and non-financial targets.
 - Customer Relationship Management
5. **Key Skills**
 - Good analytical skills with an ability to conceptualize new products/services for telecom market.
 - Ability to extract customer insights from market research reports and convert them to product/service ideas.

- Ability to process data and draw actionable inferences.
- He/she should be a team player.
- Good skills in verbal and written communication.
- Strong presentation skills.
- Strong interpersonal and negotiating abilities.
- High integrity/ethics and strong ability to deliver targets on time.

5. Education

- BBA (Major in Marketing)

6. Remuneration:

Grade/Cadre	Pay Scale	Allowance
A1	17,495-435-28,370	Corporate Allowance 23% PBVA= 15%