

TERMS OF REFERENCE (Media & PR Focal Person)

Position: Media & PR Focal Person

Reports to: General Manager, Marketing Division

No. of Position: 1

Placement: Thimphu

I. Job Responsibilities:

1. Serve as the focal point for all media related issues concerning BT.
2. Monitor, evaluate, anticipate and respond proactively where it is deemed necessary, to all relevant news, information and forum discussion concerning BT.
3. Implement media and communications strategies.
4. Facilitate the needs of the media by ensuring the authenticity and reliability of all media representatives seeking access to or statements from BT.
5. Facilitate a smooth flow of information between BT and the mass media - both in national and international domains.
6. Disseminate news and information of public interest arising from BT.
7. Develop press kits and organize press conferences.
8. Arrange media coverage for important BT events.
9. Co-ordinate BT's special events.
10. Promote BT through branding efforts.
11. Document and archive, in all possible media formats public functions/events of BT.
12. Manage content for BT website.
13. Assist in the creation of the scripts and production of audiovisual materials and publications related to BT (reports, brochures, flyers and banners).
14. Track and measure effective media coverage of BT.
15. Edit, translate and summarize relevant articles when required.
16. Disseminate press releases and other materials to the media.

17. Help in planning, coordination, scheduling and logistics, often across multiple teams, for press briefings, roundtables, major conferences and seminars, public or broadcast appearances, and other communications-related activities.
18. Make use of social media platforms for corporate communications and handling of complaints. Update and respond on social media on a regular basis.
19. Any other tasks assigned by the manager and management.

II. Education Qualification and Experience:

- BA English/Mass Communication/Media /PR/International Relation
- Minimum 5 years' experience in relevant fields (Especially in Media and PR)

Additional Skills Required

- Strong command in English language – written and spoken skills
- High Integrity/Ethics and the ability to meet the deadlines

III. Employment category and Remunerations

Employment Category	Term	Salary & Grade	Remarks
On Contract	2 years contract and extendable based on the performance	Grade = A3 Pay scale = 34,085-850-59,585 Contract Allowance =30% PVBA= 15%	Few increments on the pay can be negotiated based on additional years of experience and qualification