

TERMS OF REFERENCE (Marketing Officer)

Position: Marketing Officer

No. of Slot: 2

Placement: Thimphu

Major Responsibilities:

1. Design, prepare, manage and coordinate all marketing, advertising and promotional activities of BT through use of appropriate marketing platforms.
2. Build and enhance customer loyalty through partnership and customized product and service offerings (CRM)
3. Conduct market research and analysis to determine market requirements for existing and future products
4. 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
5. Identify opportunities to reach new market segments and expand market share
6. Develop marketing & pricing strategy in consultation with the Corporate Strategy Office and Technical department
7. Monitor, review and report on all marketing activities and results
8. Collect feedback and report from the field staff regarding the customers' preferences in order to determine product/service improvement.
9. Propose and manage the marketing budget
10. Collaborate with other divisions for achieving overall targets
11. Achieve sales targets as assigned by the management
12. Maintain an accurate record of all sales and stocks.
13. Maintain good interpersonal relationships with channel partners, government authority & stakeholders.

Other duties and responsibilities as assigned by the CEO and GM Customer Service

Qualification & Education

- Bachelors Degree
- Minimum 60% in Class X, XII & Degree

Remuneration:

- Grade/ Cadre: A1
- Pay Scale: 27,300-685-41,000
- Allowance: Corporate Allowance 20%, PBVA- 15%