

## **Terms of Reference for Marketing Manager**

### **A. Job Responsibilities**

1. Identification of Markets in the region.
2. Study on the various lottery schemes and draw up similar lottery scheme in Bhutan.
3. Conducts analysis of market conditions and determines strategies to improve sales.
4. Directs and participates in the research and analysis of sales and marketing strategies and establish applicable operating procedures.
5. Draw up promotional strategy and recommends promotional activities to improve lottery sales.
6. Acts as liaison between lottery agents and management to resolve problems and respond to inquiries.
7. Maintains contact with Regional Agents to obtain current information regarding market conditions.
8. Participates in promotional campaign development to improve lottery sales. timely distribution of lottery products to the agents.
9. Manage the company's social media communications including publications of content on Facebook, winner's awareness, press releases, felicitations and designing of other marketing infographic material that communicates the organization's activities, products or services.
10. Performs related work as assigned.

### **B. Required Skills and work experience:**

1. At least 6 years of relevant work experience with a good track record in the civil service or corporate/private sector
2. Good knowledge of business principles and marketing techniques, good public relation skills, organizational management skills and understanding of the key business issues such as, strategic and operational planning etc.
3. Computer and IT literate.
4. Good written and verbal communication skills both in Dzongkha and English.
5. Good Negotiation skills
6. Planning and organizing skills
7. Management and leadership skills

8. Interpersonal relationship building skills
9. Be a team player that motivates and educates other members

**C. Education Qualification**

Minimum of Bachelor's Degree in relevant field namely Marketing, Commerce, Business Management or International Trade. Candidates with Master's Degree in the relevant field will have an added advantage.

**D. Remuneration**

Starting Basic salary Nu.26,850/- Plus 20% Housing Allowance and other benefits as per the service rules of BLL.