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# Tashi InfoComm Private Limited

Ref. No.: TIPL/HRAD/12/2026/

Date: March 7, 2026

## TERMS OF REFERENCE

### ABOUT TASHI INFOCOMM PRIVATE LIMITED

Tashi InfoComm Private Limited is the second cellular company in Bhutan, a separate entity under Tashi Group of Companies. The company was incorporated on January 23, 2007, under the Companies Act of Bhutan 2016, after it won an international bid to operate as the second cellular operator in Bhutan. Pursuant to the grant of Certificate of Re-Registration by the Office of the Registrar of Companies, Ministry of Industry, Commerce and Employment on 27<sup>th</sup> of November 2023, Tashi InfoComm Limited was re-registered as Tashi InfoComm Private Limited under the Companies Act of Bhutan, 2016.

The cellular license issued by Bhutan InfoComm and Media Authority (BICMA) mandates TashiCell to build mobile network to provide cellular services to the entire nation. The mobile network is based on GSM WCDMA/HSPA+ technologies. The company launched its GSM services on April 6, 2008, under the brand name "TashiCell", with its registered office located at Samten Lam, Thimphu.

### ABOUT THE DEPARTMENT AND SECTION

Business Operations and Customer Care Department looks after the sales and promotional activities of TashiCell's products and services.

The Business Promotion Section is responsible for strategizing, budgeting, and forecasting revenue and activities for the BOCCD. It handles the analysis and monitoring of marketing offers, eTeeru operations, and promotional initiatives both offline and online. Additionally, it coordinates and executes key projects, planned and ad hoc, under the department's scope.

### POSITION

<b>Designation</b>	Digital Marketing Officer
<b>Section</b>	Business Promotion Section
<b>Department</b>	Business Operations and Customer Care Department
<b>Reports to</b>	Manager, Business Promotion Section, BOCCD
<b>Supervises</b>	None
<b>Work Station</b>	Thimphu
<b>Nature of Employment</b>	Regular
<b>Grade</b>	P Step 13
<b>Date of Appointment</b>	Will be informed



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P.O Box 1502, Samten Lam, Thimphu, Bhutan



<https://www.tashicell.com>



**PERSON SPECIFICATION**

<b>Nationality</b>	Bhutanese
<b>Age</b>	Minimum 18 years of age and Maximum 27 years of age on the date of application
<b>Essential Qualification</b>	Fresh Graduate with Bachelors in Science and Animating/ Bachelors in Graphic Design/ Any other degrees with relevant experience in Graphic Design
<b>Desired Qualification</b>	None
<b>Essential Experience</b>	None
<b>Desired Experience</b>	Experience in working with Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Microsoft Excel, Microsoft Word, Microsoft PowerPoint and other similar software applications.
<b>Essential Training</b>	None
<b>Desired Training</b>	None
<b>Job related skills &amp; Personal attributes</b>	<ul style="list-style-type: none"><li>• Good Communication Skills (Dzongkha &amp; English)</li><li>• Teamwork</li><li>• Good analytical power and problem solving</li><li>• Initiative and enterprise</li><li>• Planning and organizing /Self-management</li><li>• Self-learning</li><li>• Active listening skills</li><li>• Good Microsoft suite</li><li>• Interpersonal skills</li><li>• Leadership and management skills</li><li>• Time management</li><li>• Customer handling skills</li><li>• Adaptable to any working environment</li><li>• Cooperative</li><li>• Honesty and Integrity</li><li>• Positive attitude</li><li>• Up to date with both the online and off line marketing trends / Initiative &amp; leadership skills</li></ul>





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## JOB RESPONSIBILITIES

**The Job Responsibilities shall be as mentioned but not limited to the following:**

1. Ideation & concept development of promotion of products & services.
2. Creative design for social media promotion (Facebook, Twitter, Instagram, etc.) of TashiCell products & services.
3. Creative design for TashiCell website.
4. Design for offline promotional & marketing materials.
5. Staying up to date with industry trend to keep ahead
6. Coordinate and monitor TashiCell influencers with regard to promotion of products services/offers.
7. Review of marketing & promotional contents of all TashiCell channel and update it periodically.
8. Maintain proper agreements & related documents with channel partners and update it on time.
9. Negotiate with reality show organizers and promote TashiCell through reality shows in the form of sponsorship & promotional strategies.
10. Develop marketing materials like banners, hoardings, stickers, streamers, flyers & brochures for new & existing products and services.
11. Negotiate and coordinate procurement of marketing merchandise like T-shirts, Umbrellas, bags, cap etc...
12. Review sponsorship proposals and apprise Management Committee for approval.
13. Negotiate with content providers and Ad developers in producing video ads for TV, social media and websites.
14. Be contactable, available and responsive at all times via your official number, official email account and official group on Telegram, and in person if and when required to attend to the needs of the company, employees, customers and external agencies.
15. Execute, implement and achieve all the goals and targets as per the Annual Performance Goals with precision and within deadlines.
16. Take up roles and responsibilities of other officials in their absence in the department.
17. Perform any other tasks and duties as and when assigned by the Immediate Supervisor / Head of Section /Head of Department/ Managing Director/ Management.

**Working Conditions:** To be punctual and uphold the required responsibilities at all times.

## REMUNERATION PACKAGE (MONTHLY)

<b>Pay Scale for P Step 13</b>	Nu. 28,190-705-35,328
Basic Salary	Nu. 28,190.00
Medical Allowance	Nu. 2,349.00
Provident Fund	Nu. 2,819.00
Corporate Allowance	Nu. 23,962.00
Communication Allowance	Nu. 750.00





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## Tashi InfoComm Private Limited

<b>Gross Salary</b>	<b>Nu. 58,070.00</b>
<b>Other allowances and benefits</b>	<b>Other allowances and benefits like gratuity, leave, Leave Travel Concession, leave encashment, bonus, insurance, staff welfare and mobile data shall be applicable as per the Service Rules and Regulations of TIPL 2008</b>



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