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Tashi InfoComm Limited

Job Description

Job Title	Marketing Officer	Report to	General Manager
Department/ Unit	Marketing Department	Supervises	None
Purpose of the Department/ unit: Marketing Department is responsible for the sales, promotion, advertisement, developing sales strategies and providing after sales services to customers.			
Position summary and its purpose: With the upcoming services like eTeeru chat & OTT platform, the new recruit shall be responsible for promotion of the new services.			
Duties and responsibilities: <ul style="list-style-type: none">• Coordinate and monitor TashiCell influencers with regard to promotion of products/ services/ offers.• Search and negotiate with micro influencers for promotion of eTeeru, eTeeru chat and OTT platform.• Promote eTeeru, eTeeru chat, OTT platform and other products & services through social media and manage brand image of TashiCell through all social media channels.• Respond and handle the reputation of TashiCell on social media as per social media policies of TashiCell• Develop contents for eTeeru and other products & services for different channels like website, social media, blog, channel partners and others.• Prepare Content/ Activity Calendar for TashiCell digital marketing activity to maintain consistent update on different channels• Review of marketing & promotional contents of all TashiCell channel and update it periodically.• Coordinate with relevant departments/unit for development of eTeeru website• Operate, manage, develop content and promote TashiCell blogging sites through various channels.• TICL contact person from Marketing Department to liaise with channel partners (Radio, TV, Print) for promotion and advertisement of eTeeru, eTeeru chat and OTT platform.			
Working conditions: The Employee is required to work within tight schedules and under pressure.			
Essential Qualification/ Education Bachelors Degree in B.COM/ BBA/ BBM			
Essential Experience N/A			
Essential Training N/A			



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Job related skills and abilities:

- Excellent Communication Skills
- Patience
- Self-learning
- Analytical and problem solving Skills
- Customer handling skills

Personal attributes:

- Proficient in English both writing & speaking
- Adaptable to any working environment
- Flexibility /Cooperative
- Honesty and Integrity
- Positive attitude

To be filled by the Human Resource and Administration Department

Job Location	Thimphu	Employment nature	Regular
Pay scale	26,585-665-33,231	Allowances	Corporate Allowance and Medical Allowance as per Company's Service Rules and Regulations
Reporting date	Will be informed via call	Reporting time	Will be informed via call