

Marketing Officer

Position Description

A) Background

Bhutan Youth Development Fund (YDF) is a Civil Society Organization (CSO), founded in 1999, to serve the youth of Bhutan. Social entrepreneurship is one of its core programs, and has a division responsible for development of social enterprises – called YDF Social Enterprises (YDFSE).

YDFSE is seeking a dedicated, proactive, mature and experienced individual as our Marketing Officer. S/he should have a positive attitude and background in marketing.

B) Marketing Officer Job Purpose:

Responsible for all marketing strategies and activities within the company. Oversees the marketing department and provides direction and feedback on major projects. Makes key decisions regarding product distribution, budgeting, branding, and sales. Works with other colleagues to set the overall direction and objectives for product and service offerings.

C) Duties and Responsibilities

The overall responsibility of the Marketing Officer shall assist the Chief of Social Enterprises (Chief) in marketing, communication, and administration (certain).

More specifically, as the Marketing Officer you will:

- Assists in the interviewing, hiring, and training of key marketing staff members.
- Research and analyses market trends, competitor offerings, demographics, and other information that affects marketing strategies
- Uses research findings and analysis to provide direction to the Chief regarding upcoming marketing projects, new products or services, and overall strategy.
- Identifies areas for improvement in product offerings, sales tactics, marketing strategy, and promotional activities.
- Approves all marketing campaigns and plans before they are implemented.
- Weighs in on important decisions involving product advertising, packaging, media channels, and branding.
- Maintains the department's budget and ensures all marketing activities are cost-effective.
- Works with other social enterprise colleagues to establish budgets and marketing objectives.
- Monitors marketing and sales performance and adjusts strategies as needed.
- Adheres to and implements all enterprise policies and procedures.
- Prepare and submit reports to the Chief monthly and/or quarterly.
- Write proposal, and case study.
- Any other related duties as assigned.

D) Attitude, Knowledge and Skills

- Positive and learning attitude;



- Ability to communicate effectively, both orally and in writing.
- Strong organizational and interpersonal skills;
- Work background in marketing;
- Ability to determine appropriate course of action in more complex situations;
- Ability to work independently, exercise creativity, be attentive to detail, and maintain a positive attitude;
- Ability to manage multiple and simultaneous responsibilities and to prioritize scheduling of work;
- Ability to be flexible, organized and function under stressful situations;
- Ability to complete work assignments accurately and in a timely manner;

E) Professional Requirements

- Adhere to dress code, appearance is neat and clean;
- Always maintain business confidentiality;
- Report to work on time and as scheduled;
- Maintain regulatory requirements, including all district and local regulations;
- Always represent YDFSE in a positive and professional manner;
- Comply with all policies and standards regarding ethical business practices;
- Communicate the mission, ethics and goals of the YDFSE;
- Participate in performance improvement and continuous quality improvement activities;
- Attend regular staff meetings and workshop deemed necessary;
- Have high integrity, maturity and personal drive.

F) You will have

- Bachelor degree in Business (Marketing). Master's degree would be an asset;
- At least three years' experience in marketing;
- Fluency in English and Dzongkha – both writing and speaking communication skills;
- Experience in developing and managing stakeholder and partnerships;
- Mult-tasking skills and innovation.

G) We can offer

- Staff position : **Two-year contract** with possible extension
- Monthly Salary : **Nu. 20,138.00** (Inclusive of 30% contract allowance), Level V-2 professional category
- Leave : Casual and earned leave as per YDF HR Rule 2018
- Duty station : YDF Social Enterprises, Nazhoen Pelri, YDF, Thimphu
- Commencement :
- Learning and development opportunities as part of on-the job professional development and immersion