

Terms of Reference

1. Position: General Manager, Marketing Division

Bhutan Telecom Ltd. (BTL) invites applications from qualified, competent, hardworking and experienced professionals for the post of General Manager, Marketing Division.

2. General responsibilities

The General Manager, Marketing Division working under the direct supervision of Managing Director and in close coordination with other Divisions of BTL, will perform the following works:

- a) Establish an effective Marketing Division within 3 months from the date of appointment.
- b) As a member of Senior Management team contribute to the strategic direction and development of the company's long term strategies and business plans
- c) Propose, design, develop and implement annual marketing plans encompassing major portfolio of BTL services for all segments of customer categories with clearly defined timelines.
- d) Propose, design, develop and implement plans to market/promote BTL's new/existing products and services, innovative products/services launch programs to increase sales.
- e) Develop guidelines and establish system for effective management of customer complaints enabling timely restoration of services or prompt mitigation of customer complaints.
- f) Provide proper supervision and guidance by communicating division's goals and delegating the tasks and responsibilities to the staff of the division in addition to building and maintaining an effective working relationship with other Divisions ensuring marketing and customer services align with other organizational priorities and initiatives.
- g) Establish effective relationships and contracts with external providers ensuring contracted services are of the highest quality while meeting time and cost requirements
- h) Conduct periodical market research and customer satisfaction surveys.
- i) Evaluate the performance of the heads of the sections of Marketing Division as per the performance management system
- j) Build capacity of the BTL employees in marketing and customer services
- k) Be responsible for all the audit issues related to Marketing Division
- l) Optimize and judiciously use the allocated resources of Marketing Division

3. Educational/experience requirement

The applicant must have:

- a) A formal bachelor's degree. Additional weightage and preference will be given to holders of MBA with focus on marketing, sales and distribution OR Masters degree in Marketing.
- b) At least 5 years experience in marketing/sales and distribution of which 2 years should be at the executive level.
- c) Good leadership qualities and should be able to guide and lead the team. Should have good communication, planning and analytical skills in addition to sound financial and investment knowledge.
- d) Proven track record of high level of integrity.
- e) Computer knowledge and ability to do research.
- f) Good oral and written skills in English language.

4. Contract Term & Remuneration

- a) Term:
The employment shall be on contract for a term of two (2) years with possibility of extension.
- b) Remuneration:
Remuneration will commensurate with the level of qualification and experience.

5. Applications

To apply for the above positions, please submit your application to the General Manager, Per & Adm. Division with the following documents latest by 1600 hours on 1st March 2010:

- Curriculum Vitae/Resume
- Security Clearance (NOC)
- NOC from employer will be required if already employed
- Copy of the Citizen I.D Card
- Medical Fitness Certificate
- Academic Transcripts(CI-X, CI-XII, Degree & Masters Mark Sheets)

Short listed candidates shall be informed of interview date and venue. For further information, please contact the HRM section at telephone numbers 326646 or 322678.