

ROYAL GOVERNMENT OF BHUTAN
ROYAL CIVIL SERVICE COMMISSION
POSITION DESCRIPTION

1. JOB IDENTIFICATION:

- 1.1. Position Title: Chief Marketing Officers
 - 1.2. Position Level: P1
 - 1.3. Major Group: Trade, Industry and Tourism Services Group
 - 1.4. Sub-Group: Marketing Services
 - 1.5. Job Code: 18-771-02
 - 1.6. Job Location (Complete as appropriate):
Ministry: ___; Department: ___; Division: _____; Section: ___;
Unit: _____.
 - 1.7 Title of First Level Supervisor (Official title of the Supervisor): Director
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2. PURPOSE, DUTIES & RESPONSIBILITIES *(Describe the main duties and responsibilities, indicating what is done and how it is done. Duties should be presented in decreasing order of percentage of time spent on them, or in order of relative importance):*

Purpose: Manage affairs effectively and efficiently so as to facilitate marketing /trade of organization by putting in place an efficient and effective marketing system.

Duties & Responsibilities	% of time
<ul style="list-style-type: none">• Formulate Five Year plans and annual plans and oversee its implementation with the Dzongkhags and Regional offices.• Formulate appropriate marketing policy guidelines and strategies to promote development of trade across the country.• Prepare sectoral strategic plans and programs with realistic attainable goals in accordance with relevant policies	

<ul style="list-style-type: none"> • Direct the development and implementation of marketing, trade and business development process as programs and strategies in coordination with various stakeholders • Supervise functions of all staffs and co-ordinate their activities. • Evaluate and assess sectoral work plans, and programs and assess feedback provided. • Monitor & Evaluate activities of respective divisions. • Recommend various policy measures to the Government. • Liaise regularly with the Director and keep them informed of current/ future projects/programs. • Liaise with different agencies/Departments and ministries that have direct bearing on marketing projects. • Review relevant legislation and make necessary recommendations • Make judicious deployment and management of resources. • Conduct field visits as deemed necessary for verification of performances of programs and projects and be in constant touch with his/her subordinates/field units. • 13. Initiate and participate in Midterm and terminal review of the Plans and programs. 	
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3. **QUALIFICATION REQUIRMENTS** *(Minimum requirement for performance of work described – Level of Knowledge, Skill and Ability):*

3.1. Education:

Bachelors in Business Administration/ Management/Marketing Management

3.2. Training:

- Business Management

- Marketing Systems
- Marketing Management
- Economic Analysis
- Trade & Trade policy in developing countries

3.3. Length and type of practical experience required:

Minimum of 4 years experience in P2 level or equivalent experience

3.4. Knowledge of language(s) and other specialized requirements:

- Should be proficient in both Dzongkha and English
- Advance knowledge on computer applications.
- Analytical skills
- Good public relations
- Knowledge on Trade & Trade policy
- Should possess sound managerial and leadership abilities

4. COMPLEXITY OF WORK *(The nature, number and intricacy of tasks, steps, processes or methods involved in work; difficulty and originality involved in work):*

The incumbent should be able direct the implementation of activities so as to put in place an efficient and effective marketing system not only to facilitate marketing but as well to encourage production based on the current level of development through a balanced approach. Not only should he be versed with the marketing system in Bhutan but also the global situations and trends that would help prepare Bhutan to adjust accordingly especially after Bhutan's accession to the WTO. He will be required to design process, techniques and strategies for the realization of goals and objectives. He will be required to analyze the information from various sections of the Division, Departments, Dzongkhags, Ministries and other agencies, global information, exporters/importers etc for accuracy and impact as well address issues wherever necessary. He should be able to liaise and maintain public relations with various agencies and should have knowledge on synthesizing information.

5. **SCOPE AND EFFECT OF WORK** *(Describe the purpose, breadth of work performance, and the effect the work has on the work of others or the functions of the organization):*

Provide input to the planners, different heads of the agencies/ministries and policy makers to enable them to formulate realistic plans and readjust policy and resources mobilization. Recommend policy measures to the government that is required for creating an enabling environment for the marketing in line with the Royal Government's policy objectives.

Provide guidance and monitoring services to the Division in their functions of implementation, evaluation and even in formulation of the plans.

6. **INSTRUCTIONS AND GUIDELINES AVAILABLE**

6.1. **Instructions:** *(Describe controls exercised over the work by the superior; how work is assigned, reviewed and evaluated):*

Instructions from the Director, Head of the Ministry or Secretary. However, generally work is carried out based on the plans and programs of which

progress report has to be submitted regularly. Specific instructions may be provided by superiors on work of special nature.

6.2.Guidelines: *(Indicate which written or unwritten guidelines are available, and the extent to which the employees may interpret, adapt or devise new guidelines):*

- Vision 2020
- Sectoral Plans and policy
- National Development plans and policy
- Planning Commission guidelines
- Millennium Development Goals
- Various acts and by-laws

7. WORK RELATIONSHIP *(Indicate the frequency, nature and purpose of contacts with others within and outside the assigned organization other than contacts with superiors):*

Besides subordinates, as marketing cuts across all sectors he/she has to constantly work with heads of departments/agencies, planners, policy makers, implementers for formulation of organizational marketing policy, plans and programs.

8. SUPERVISION OVER OTHERS *(Describe responsibility for supervision of other employees, including the nature of supervisory responsibilities and classification and number of subordinates):*

Supervise Heads (Section) within the Division and get feedback on the performance of the direct subordinates, and provide direction and focus on the work of those supervised.

9. JOB ENVIRONMENT *(Describe physical exertion required, such as walking, standing, lifting heavy objects, etc., and/or any risks or discomforts such as exposure to chemicals, climbing to heights, extreme weather conditions, or other severe discomforts):*

Conduct field visits as deemed necessary for the performance of the projects and programs and be in constant touch with the field staffs/subordinates.