

ROYAL GOVERNMENT OF BHUTAN
ROYAL CIVIL SERVICE COMMISSION
POSITION DESCRIPTION

1. **JOB IDENTIFICATION:**

1.1 **Position Title:** Marketing Officer

1.2 **Position Level:** P4

1.3 **Major Group:** Trade, Industry and Tourism Services Group

1.4 **Sub-Group:** Marketing Services

1.5 **Job Code:** 18-771-05

1.6 **Job Location (Complete as appropriate):**

Ministry:____ ____; **Department:**____; **Division:** ____;

Section:____; **Unit:**_____.

1.7 **Title of First Level Supervisor (Official title of the Supervisor):** Senior
Marketing Officer

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: Develop and promote markets and marketing system through effective market research, extension, market information, enterprise and infrastructure development and co-ordination.

Duties & Responsibilities	% of time
<ul style="list-style-type: none">• Engage in the design, planning and implementation of programs and projects.• Design, undertake, and disseminate market studies information related to business and trade promotion.• Conduct market studies and draw up marketing plans and strategies in collaboration with concerned organizations.• Conduct in-country training for marketing extension staffs	80%

<ul style="list-style-type: none"> • Conduct trial marketing and demonstration to the stakeholders as part of the trainings • Advise technical departments on the produce to be produced for the market. • Sensitize through media the products having potential domestic and export markets • Review and monitor the marketing activities across the country. • Supervise and guide the Assistant Marketing Officer and Marketing Extension staffs • Attend to any adhoc marketing issues. • Conduct field visits for verification of performances of plans and programs and be in constant touch with the field units. • Plan and engage in preparing regular reports. 	
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3. QUALIFICATION REQUIREMENTS (Minimum requirement for performance of work described – Level of Knowledge, Skill and Ability):

3.1. Education:

Bachelors

3.2. Training: Courses in marketing/business & economic analysis

3.3. Length and type of practical experience required:

Minimum of 4 years experience as Asstt Marketing Officer or equivalent experience

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

1. Should be well versed in both Dzongkha and English
2. Good analytical skills in sound knowledge on computer applications and be able to write clear and concise reports.

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 have a good understanding of the production and the marketing system in Bhutan, based on which plans and programs to address issues and constraints have to be formulated accordingly. He/she would be required to conduct as well as monitor various marketing activities across the country and abroad and also assess the feedback from the field. He/she will be required to communicate effectively to the farmers, traders and other market participants and attend to any adhoc marketing issues.

The task demands high analytical skills using various methods and techniques (including the use of relevant computer software) in combination with good knowledge in domestic and international marketing.

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 in the formulation of marketing policy as well as educate, train and create awareness among stakeholders in making rationale decisions.

6. **INSTRUCTIONS AND GUIDELINES AVAILABLE**

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

The work is carried out as per the plans and programs. However specific instructions from the Chief Marketing Officers, senior Marketing officers Director/Secretary/head of Ministry will have to be executed.

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*):

- Five Year Plan documents
- 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, he/she has to constantly work with his/her superiors, planners, policy makers, agency heads & implementers.

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

He/she will supervise Asst. Marketing Officers.

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*):

Will be required to travel extensively across the country even in remote areas to identify and address marketing issues and constraints as well as implement marketing activities.