

ROYAL GOVERNMENT OF BHUTAN
ROYAL CIVIL SERVICE COMMISSION
POSITION DESCRIPTION

1. JOB IDENTIFICATION:

1.1 Position Title: Sr. Marketing Officer (Section Head)

1.2 Position Level: P3

1.3 Major Group: Trade, Industry and Tourism services Group

1.4 Sub-Group: Marketing Services

1.5 Job Code: 18-771-04

1.6 Job Location (Complete as appropriate):

Ministry: _____; Department: _____; Division: _____;

Section: _____; Unit: _____.

1.7 Title of First Level Supervisor (Official title of the Supervisor): Chief

Marketing Officer/Program Co-ordinator(Regional)

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"> • Supervise and monitor the functions of marketing officers working under the respective sections. 	15%
<ul style="list-style-type: none"> • Develop and prepare plans, programs and strategies in coordination with various sections and relevant stakeholders. 	10%
<ul style="list-style-type: none"> • Facilitate and coordinate implementation of marketing programs with various Stakeholders. <ul style="list-style-type: none"> a. Provide technical advice to the concerned organization 	10%

on the issues related to marketing.	
<ul style="list-style-type: none"> • Identify market research needs and conduct diagnostic studies on major marketing problems and forecast marketing trends. 	10%
<ul style="list-style-type: none"> • Collect, analyze and disseminate timely market information on a regular basis. 	10%
<ul style="list-style-type: none"> • Provide information and training to farmers, traders, entrepreneurs and other stakeholders in marketing and business management. 	10%
<ul style="list-style-type: none"> • Promote viable marketing businesses. 	10%
<ul style="list-style-type: none"> • Promote marketing groups and associations. 	10%
<ul style="list-style-type: none"> • Assess and evaluate markets and marketing system for products and to identify business opportunities. 	5%
<ul style="list-style-type: none"> • Explore, develop and promote niche export markets for home made products. 	5%
<ul style="list-style-type: none"> • Identify market infrastructure needs and fund mobilization. 	5%
<ul style="list-style-type: none"> • Facilitate and coordinate institutional linkages among various stakeholders. 	5%
<ul style="list-style-type: none"> • Plan and engage in the preparation of regular reports and conducting research and promotional activities in collaboration with other sections. 	5%

3. **QUALIFICATION REQUIRMENTS** *(Minimum requirement for performance of work described – Level of Knowledge, Skill and Ability):*

3.1. Education:

Bachelors

3.2. Training:

1. Courses in marketing/business
3. Economic analysis

3.3. Length and type of practical experience required:

Minimum of 4 years as Marketing Officer or equivalent experience.

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

1. Should be proficient both in Dzongkha and English
2. Good understanding of farming systems/production and the marketing in Bhutan.
3. Knowledge in marketing trends and prospects in regional and international markets.
4. Advance knowledge on computer applications (competent in using Microsoft word, Microsoft PowerPoint, Microsoft Excel Worksheet, and other analytical tools/software such as SPSS etc.).
5. Good analytical skills.

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 plan, design and conduct various marketing activities across the country as well as abroad with the various divisions and the relevant agencies within the ministry. He/she will be required to analyze information received from various quarters as well as assess global trends and situations. He/s will also be required to 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 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. Educate, train, create awareness and assist the market participants' viz. farmers, traders, consumers to make rationale decisions on production and marketing.

Provide guidance and monitoring services to the section 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 Chief Marketing Officer/Program Coordinator (Regional), Director, Heads of the Ministries, secretariat and Departments. However, generally work is being carried out based on the plans and programs of which progress report has to be submitted regularly.

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):*

The incumbent should work closely with his subordinates; Chief Marketing Officer/Program Co-ordinator in the regions; Policy makers, planners and the heads of line department(s).

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 subordinates in the section and regional offices.

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 to assess and monitor marketing activities across the country and attend to adhoc marketing issues. The job demands high mobility (both domestic and international) for successful delivery of the responsibility.