

## **Terms of Reference for marketing officers**

### **Job responsibilities**

- Market BBS services (Airtime, LIVE streaming, Website, Panel Discussion, PSA, MTV and production of TV and Radio Advertisement/Programs/Jingles/Spots) who have not done the business with BBS before.
- Propose and organize interaction with the clients.
- Promote renting of equipment (eg. Lighting/Camera/Studio) and editing services. Propose activities and service portfolios attractive and visible to clients.
- Identify potential market for new products. Market International/National event.
- Plan and undertake marketing as per the client's requirement. Evaluate competitor products and make price recommendations.
- Plan and propose LIVE Event Management and Event Coverage/seminars/workshops/convention/corporate event/ exhibitions and happening events.
- Design and prepare marketing campaigns and promotions.
- Plan and propose commercial activities and revenue generation schemes.
- Seeking sponsorship of programs on TV and Radio.
- Submitting of cost break down for production and event coverage as discussed with the client.
- Building and maintaining a network of communication with key prospective clients.
- Gather feedbacks/comments from clients for possible improvement.
- Propose promotional activities to increase revenue.
- Responsible for coordination of commercial programs/ads productions/radio programs/radio jingles/spots/MTVs production.
- Execute long term contract with various organizations.
- Follow up on the existing clients for renewal of contract agreement, inform and advise billing/collection regarding advertisement.
- Explore international market.
- Participate in tenders regarding production and translation.
- Submitting weekly, monthly and quarterly earnings report to Manager.
- Carry out ad-hoc assignment as and when required by management.
- Meet individual earning targets set by the management.

## **Competencies required**

Should be;

- creative, resourceful, capable of making mature, independent decisions
- committed to journalism and public service broadcasting
- creative thinking and ability to generate innovative ideas
- Proficiency in relevant software and tools, social media platforms, and online marketing platforms
- have high regard and respect for teamwork
- willing to work odd hours.
- sensitive to gender, race, religion, ethnicity etc.
- able to communicate and convince clients

## **Qualification**

He/she should

- have minimum a bachelor's degree from a recognized university
- have scored on average 60% and above in class X (English and Dzongkha + best three subjects), XII (English + best three subjects) and college
- write exceptionally well in English.
- Excellent communication skill ( English and Dzongkha )