

Terms of Reference for the Chief Executive Officer Bhutan Broadcasting Service Corporation Limited (BBSCL)

1. Overview

Employer: Bhutan Broadcasting Service Corporation Limited

Location: Thimphu, Bhutan

Position: Chief Executive Officer (CEO)

Employment Type: Contract for Three (3) Years

2. Introduction

The Bhutan Broadcasting Service Corporation Limited (BBSCL) began on November 11, 1973, when a group of young university graduates launched Radio NYAB, initially broadcasting for half an hour in English. Over time, the station expanded its airtime and broadcast languages, adding Dzongkha, Tshanglakha, and Lhotshamkha. In 1979, Radio NYAB was taken under the wing of the Department of Information and Broadcasting, and in 1986, Radio NYAB was formally named the Bhutan Broadcasting Service.

Significant milestones followed, including the introduction of daily broadcasts in 1986, the acquisition of a 50-kilowatt shortwave transmitter in 1991, and the granting of autonomy by His Majesty The Fourth King in 1992. The nationwide FM network was launched in 2000, significantly improving broadcast clarity, and the station expanded its daily airtime over the years, with 24/7 service established in 2013.

In addition to radio, BBSCL launched television broadcasting on June 2, 1999, becoming the last country to introduce television in the world.

Today, BBSCL operates two TV channels, one for news and current affairs and the other for education and entertainment, and broadcasts on both shortwave and FM across Bhutan. The news and current affairs channel provides a 20 minute news bulletin in Dzongkha and English every evening. It also provides a ten-minute news bulletin in four languages, viz., Dzongkha, English, Lhotshamkha, and Tshanglakha, on the radio every day.

The BBSCL has 14 bureau offices across the country. Except for the bureau in Kanglung, all the bureaus are manned by a reporter who also doubles as the cameraman. As of July 2025, there are no reporters in Dagana, Gasa, Haa, Lhuentse, Tashiyangtse, Samtse and Punakha. These places are covered by the reporters in the nearest district.

3. Purpose of the Position

The Chief Executive Officer (CEO) shall lead BBSCCL as a strategic and ethical institution central to Bhutan's democracy, culture, and development. The CEO shall be responsible for delivering trusted, inclusive, and relevant public service content while ensuring operational excellence, editorial independence, digital innovation, and financial sustainability. The CEO must drive transformation, improve organizational work culture, uphold public interest, and rebuild public trust in BBSCCL as the nation's premier state broadcaster.

4. Responsibilities

In addition to the responsibilities assigned by the Board and those specified in the Corporate Governance Guideline 2019, but not limited to it, following are the specific roles and responsibilities of the CEO.

a. General Management

The CEO shall report to the Board of Directors of BBSCCL. His/her primary responsibilities shall include the following:

- Manage day-to-day operations in accordance with the guidelines, rules, policies, and directives set by the Board and regulatory agencies.
- Appoint and maintain a capable executive management team.
- Promote leadership development and ensure proper succession planning for key positions within the company.
- Implement all plans, policies, and performance targets approved by the Board.
- Develop or revise systems and processes to ensure effective and efficient management of the company.
- Oversee the overall business to ensure strategic sustainability of the Corporation, and effectively execute business plans for revenue generation, monitor and assess performance so that all expected and planned financial and operational objectives are met.
- Ensure that the authorities delegated by the Board are exercised appropriately and refer any matters beyond his/her mandate to the Board for approval.
- Lead and execute transformation and reorganization efforts, as directed by the Board, and ensure effective implementation.
- Keep the Board informed of all significant matters, including updates of board meetings and Management Committee Meeting (MCM).
- Provide accurate, relevant, timely, and complete information to the Board.
- Identify and communicate key risks with strategies, and plans for mitigation to the Board.
- Ensure implementation of audit recommendations and maintain a robust internal control environment.
- Optimize resource use, eliminate redundancies, and reduce wastage across departments.

- Perform other duties as assigned by the Board.
- Always conduct and act at all times in the best interest and well-being of the Corporation.

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b. Strategic Leadership

- Develop and implement a vision, strategy, and roadmap for the Corporation's growth and transformation into an integrated, multi-platform media entity.
- Recommend long-term strategies and objectives to the Board, ensuring alignment with the Corporation's overall vision and mission.
- Lead organizational restructuring to respond to market needs and technological change.

c. Leadership and Team Building

- Provide inspiring leadership, motivating staff towards achieving BBSCl's vision and mission.
- Foster a culture of creativity, collaboration, and excellence within the team and at the organizational level.
- Develop recruitment strategies to attract and retain top talent across various departments and divisions.
- Encourage leadership development and succession planning for critical positions within the organization.
- Formulate and implement a strategic roadmap to transition BBSCl into a resilient, independent, and future-ready public service media.
- Lead digital transformation to expand reach, relevance, and responsiveness across platforms (TV, radio, *social media*, and *digital*).
- Reposition BBSCl as a national unifier, a watchdog of public interest, and a pillar of democracy.

d. Audience Engagement and Accessibility

- Ensure content accessibility to all communities, prioritizing inclusivity, diversity, and cultural relevance.
- Drive innovation in content delivery and adopt data-driven approaches for better audience targeting and engagement.
- Expand interactive formats, localized content, and multimedia storytelling.
- Build vibrant digital communities and restore BBSCl's credibility among the tech-savvy younger generation.

e. Editorial Oversight and Content Development

- Oversee and ensure overall editorial and content integrity (editorial and ethical standards, guidelines, policies and ensure the quality of news and programmes across platforms).
- Drive innovation in content development, aligned with audience needs and market trends at the national and global level.
- Address public complaints regarding news and programme content.

f. Operational and Financial Management

- Develop sustainable operational plans and budgets, ensuring fiscal responsibility and alignment with strategic goals.
- Ensure adherence to financial management rules and corporate policies.
- Seek diversified and ethical revenue sources to reduce dependency on government funding and ensure the financial sustainability of the Corporation.
- Implement effective cost control, budgeting, financial monitoring and risk management.
- Present quarterly financial reports to the Board, with variance analysis and corrective measures.

g. Compliance and Governance

- Ensure compliance with legal, regulatory, and ethical standards across its operations.
- Notify the Board on director term expirations of directors and facilitate necessary transitions.
- Maintain and report on governance metrics and compliance indicators.
- Support implementation of Corporate Governance Code.
- Establish a transparent system of accountability to promote integrity and good governance.
- Uphold and enforce the highest standards of journalistic integrity, editorial independence, and impartiality across all platforms.
- Ensure BBSCCL acts as a credible, non-partisan voice of the people, free from political or commercial bias.
- Institutionalize transparent governance, internal controls, and ethical compliance across all departments.

h. Risk Management and Reporting

- Report all potential financial, legal, and reputational risks to the Board.
- Conduct periodic risk assessments and maintain a risk register.
- Submit annual reports with audited financials and operational performance summaries.

i. Representation and Stakeholder Engagement

- Act as the official spokesperson for BBSCCL, representing the Corporation at national and international forums.
- Build partnerships with stakeholders: government agencies, donors, advertisers, and partners.
- Safeguard the Corporation's public image and reputation.

5. Qualification & Experience

a. Educational Qualifications

- A minimum of Bachelor's Degree obtained from a recognized university through a regular (full-time) programme.

b. Professional Experience

- A minimum of fifteen (15) years of work experience.
- At least Three (3) years in a managerial and leadership position with a proven track record and results.

c. Desired Experience

- Proven experience in:
 - Effective HR Management and managing large teams;
 - Understanding media and its significance;
 - Financial management;
 - Strategic planning, partnership development, and understanding digital transformation in media environments;
 - Public relations.

d. Competencies

- Excellent leadership, decision-making, and problem-solving abilities.
- Open-minded and forward-looking, and innovative.
- In-depth understanding of media laws, regulatory standards, and industry trends.
- Ability to engage with key stakeholders, including government bodies, advertisers, and industry partners.
- Risk Management: Ability to identify potential risks such as financial, operational, reputational and mitigate them effectively, safeguarding the Corporation's assets and reputation.
- Communication Skills: Exceptional verbal and written communication skills for public speaking, media relations, and internal communication.
- Cultural Sensitivity: Strong awareness of Bhutan's cultural context, with the ability to create content that is both inclusive and reflective of the nation's values.
- Stakeholder Management: Ability to build and maintain strong relationships with diverse stakeholders, including government agencies, donors, and industry partners.

6. Salary & Others Benefits

- Basic pay: Nu.85,500 per month (Pay scale: 85,500 – 2,138 – 117,570)
- Contract Allowance: 45-60% of the Basic pay (maximum 60% as per the notification from the Ministry of Finance).
- Fixed Allowance: Nu. 45,000 per month.
- Other benefits: As per the Company Service Rules and Regulations.

7. Mandatory documents (required to submit along with application)

- Cover letter (a motivational letter which is addressed to the Chair)
- Curriculum vitae (CV) indicating clearly the details of applicant and with names and details of two referees.
- Bachelor's Degree certificate and transcripts (for the entire course).
- Master's and any other higher Degree certificates and transcripts (for the entire course).
- A valid document proof/evidence to show fifteen (15) years of work experience.
- A valid office order of appointment/promotion to managerial and leadership roles.
- A valid Bhutanese Citizenship Identity Card.
- A valid audit clearance certificate, if applicable.
- A valid security clearance.

Non-submission of any of the above documents or partial submission shall lead to the rejection of application.

Additional Documents to be produced by the Selected Candidate

- A valid medical fitness certificate.
- A 'No Objection Certificate' (NOC) letter from the current employer, if currently employed.