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BHUTAN BROADCASTING SERVICE CORPORATION



Terms of Reference for Marketing Officer

Position Title: Marketing Officer

Reports to: Marketing Manager

Location: BBS, Thimphu

Start Date:

I. Purpose of the Assignment

The Marketing Officer is responsible for promoting and selling the service of BBS, including television, radio and digital opportunities. This role focuses on the generating revenue through client engagement, development marketing strategies and building partnerships with government agencies, corporate organizations and private business.

The Marketing Officer supports the Marketing Division in achieving revenue targets while strengthening the visibility and market presence of BBS services and programs.

II. Objectives

- Generate revenue through the sale of advertising airtime and media services across TV, radio and digital platforms.
- Build and maintain strong relationship with government agencies, corporate organizations and private clients.
- Identify new marketing opportunities , sponsorships and partnerships
- Support the Marketing Manager in implementation marketing Strategies and promotional activities.

III. Scope of Work

The Marketing Officer is responsible for marketing and promoting BBS services to government agencies, corporate organizations, and private businesses. The role includes developing advertising proposals, negotiating advertising packages, coordinating with production teams for advertisement development, and ensuring timely execution of marketing activities.

The Marketing Officer works closely with the production team, newsroom, and digital media team to ensure that advertising content and promotional programs are delivered according to agreed schedules and client requirements.



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XI Mandatory Documents (required to be submitted along with application)

1. Cover letter addressed to the General Manager, Corporate Services Department
2. Curriculum Vitae (CV).
3. Academic certificates and transcripts(Class X,XII and Degree)
4. Valid Bhutanese Citizenship Identity Card.
5. Valid security clearance certificate.
6. No Objection letter (if employed)
7. Audit Clearance(if applicable)
8. Proof of Work Experience (supporting documents).

X Reporting Lines

The Marketing Officer reports directly to the Marketing Manager