

Terms of Reference for Specific Posts

1. Marketing Manager

A. Job Responsibilities:

- a) Managing all marketing for the company and activities within the marketing department.
- b) Developing the marketing strategy for the company in line with company objectives.
- c) Co-ordinating marketing campaigns with sales activities.
- d) Planning and implementing promotional campaigns.
- e) Study on the various lottery schemes and draw up similar lottery schemes in Bhutan
- f) Overall responsibility for brand management and corporate identity
- g) Creation and publication of all marketing material in line with marketing plans.
- h) Creating a wide range of different marketing materials.
- i) Overseeing the company's marketing budget.
- j) Liaise with media
- k) Carry out any other task assigned

B. Education Qualification:

Minimum of Bachelor's Degree in relevant field namely Marketing, Commerce, Business Management or International Trade. Candidates with Master's Degree in the relevant field will have an added advantage.

C. Skills and Work Experience:

- a. At least 5 years of work experience with a good track record in the civil service or Corporate/private sector.
- b. Good knowledge of business principles and marketing techniques, good public relation skills, organizational management skills and understanding of the key business issues such as, strategic and operational planning etc.
- c. Computer and IT literate.
- d. Good written and verbal communication skills both in Dzongkha and English.
- e. Good Negotiation skills
- f. Planning and organizing skills
- g. Management and leadership skills
- h. Interpersonal relationship building skills
- i. Be a team player that motivates and educates other members
- j. Comprehend complex and technical subjects

D. Remuneration: Starting Basic Salary of Nu.18,635 plus 25% Corporate allowance and other benefits as per the service rules of BLL

2. Finance Officer

A) Job Responsibilities:

- a) Prepare annual budget of the company
- b) Carry out day to day financial transactions of the company
- c) Payment of prize monies
- d) Prepare monthly accounts
- e) Prepare annual financial statements
- f) Check conformity of expenditure with the annual budget
- g) Any other task assigned

B. Education Qualification:

BBA/B.Com in Finance or Accountancy. Candidates with Master's Degree in the relevant field will have an added advantage

C. Skills and Work Experience:

- a. At least 2 years of work experience in the relevant field with a good track record in the Civil Service or corporate/private sector.
- b. Good knowledge of commercial accounting systems and Tally ERP
- c. Computer & IT literate

D. Remuneration: Starting Basic Salary of Nu. 17,145 plus 25% corporate allowance and other benefits as per the service rules of BLL