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**ARMY WELFARE PROJECT**  
(An undertaking of Royal Govt. of Bhutan)

HEAD OFFICE, PHUNTSHOLING

**ARMY WELFARE PROJECT**  
**JOB DESCRIPTION**

**1. JOB IDENTIFICATION:**

- 1.1 Designation** : Dy. General Manager/Sr. Manager/Manager or Head (Marketing)
- 1.2 Grade** : V/VI/VII (Five/Six/Seven)
- 1.3 Occupational Group** : Management Services Group
- 1.4 Sub Group** : Marketing
- 1.5 Occupation Level** : Managerial
- 1.5 Job Location** : Head Office
- 1.7 Type of Employment** : Regular & Full Time
- 1.8 Supervisor/Manager** : Head of Marketing & Sales Department and Managing Director

**2. DUTIES AND RESPONSIBILITIES:**

**Job Purpose:** Responsible for developing marketing goals and strategy, conducting marketing researches and monitoring customers' needs and in product promotion and advertisement.

<b>Duties and Responsibilities</b>	<b>% of Time</b>
▪ Assisting the Head of Marketing and Sales Department in identifying, developing, and evaluating annual marketing strategies and support and facilitate development and execution of marketing plans;	15
▪ Implementing market strategies and sales plans according to the overall marketing strategies.	10
▪ Conducting market surveys and feasibility studies and evaluate market	10



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conditions. Submitting marketing proposal, identifying and recommending new market agents;	
▪ Physically linked up with marketing agents, distributors and strengthen marketing network;	10
▪ Obtaining and renewing of trade license, brand/label registration, sales revenue collection;	10
▪ Conducting survey and feedback on product design and packaging. Coordinate and participate in promotional activities and trade show to market AWP products;	10
▪ Negotiate contracts with vendors, distributors, agents to manage product distribution, establishing distribution networks and developing distribution strategies;	10
▪ Developing promotional materials and editing materials/labels in accordance with specific customer on market requirement, and assisting in strategic plans for demonstration, presentations, displays etc;	10
▪ Building ad developing marketing team that is competent, dedicated, commercially astute and efficient;	5
▪ Direct the hiring, training and performance evaluations of marketing and Research staff and oversee their daily activities; and	5
▪ Attend to any other tasks assigned by the Managing Director.	5

### 3. KNOWLEDGE & SKILLS REQUIREMENTS:

#### 3.1 Education:

Bachelor Degree Economics, Business Administration, Commerce & Marketing – Preferred post graduate or Masters Degree holder in Economics, Marketing, Business Administration and Policy Analysis



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**3.2 Training:**

Professional training in Economic analysis, Marketing and Sales Management, Managerial Economics and Policy Analysis

**3.3 Length and type of practical experience required:**

*Refer AWP SRR-2011, Chapter 12, Section 4 and Annexure XXIX*

**3.3 Knowledge of language(s) and other specialized requirements:**

Computer knowledge, research methodology, management skills, analytical skills and statistical skills and good communication skills both in Dzongkha/English. Should possess sound analytical ability and good understanding of human behavior.

Must be skilled in communication (written and verbal) and have strong interpersonal skills.

**4. COMPLEXITY OF WORK:**

Work highly complex, specialized and challenging requiring high level of professionalism, analytical ability, and highly innovative approach in carrying out the task of marketing, sales, negotiation, budgeting, reporting and reviewing. Also entails professional review, analysis and evaluation of operations, systems and procedures of marketing and sales.

**5. SCOPE AND EFFECT OF WORK:**

Critical in effective planning and efficient management of marketing strategies of AWP consisting mainly of planning, developing and implementing vital innovative and professional marketing and research programs essential to the Vision, Mission and Objectives.

Critical in generating profitability and sustaining its business operation.



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**6. INSTRUCTIONS AND GUIDELINES AVAILABLE:**

**6.1 Instructions:**

Receives and acts upon the directives of the Managing Director and Head of Marketing and Sales Department.

**6.2 Guidelines:**

Business objectives and its strategic planning as articulated in the Vision, Mission and Values of AWP

**7. WORK RELATIONSHIPS:**

Work relationships are with AWP employees, its stakeholders and customers. Constant contact with marketing and sales personnel are required to be maintained to understand and study the market fluctuation of AWP products

**8. SUPERVISION OVER OTHERS:**

Shall supervise employees under Marketing Division.

**9. JOB ENVIRONMENT:**

Normally sedentary in nature and imposes no special physical demand.

**10. KEY PERFORMANCE MEASURES**

1. Development of annual marketing goals and strategy, conducting marketing research and monitoring customer needs;
2. Preparation, development and implementation of marketing strategies for effective search of sales leads and prospects;
3. Initiation and coordination of action plans to penetrate new markets;



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4. Maintenance of timely and accurate records of all pricings, sales and activity reports;
5. Provision of timely feedback to management regarding marketing;
6. Controlling of marketing related administrative expenses with the budget guidelines;
7. Development of database of qualified leads through referrals, telephonic canvassing, and networking;
8. Adherence to AWP's policies, procedures and operation ethic codes; and
9. Any other performance measures as dictated by management