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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** : General Manager (Marketing & Sales Department)
- 1.2 Grade** : IV (Four)
- 1.3 Occupational Group** : Management Services Group
- 1.4 Sub Group** : Executive
- 1.5 Occupation Level** : Executive
- 1.6 Job Location** : Head Office
- 1.7 Type of Employment** : Regular & Full Time
- 1.8 Supervisor/Manager** : Managing Director
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2. DUTIES AND RESPONSIBILITIES:

Job Purpose: Responsible for developing and implementing all marketing strategies, working closely with other departments specially the Units to drive the programs, displays, shows that excite the customers and stakeholders of AWP to meet its vision, mission and objectives

Duties and Responsibilities	% of Time
▪ Identifying, developing, and evaluating annual marketing plans and strategies based on AWP's Vision, Mission and Objectives;	15
▪ Translating AWP market objectives and strategies by building brand portfolio and brand image by developing and designing promotional materials, and conducting product presentations, displays etc;	15
▪ Preparing sales forecasting to respective markets to ensure	10



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consistency of product supply;	
▪ Analyzing product requirement and monitoring market trends by conducting market feasibility studies;	10
▪ Negotiating contracts with vendors, distributors, agents to manage product distribution, establishing distribution networks and developing distribution strategies;	10
▪ Recommending designing and improving packaging in accordance with market requirement;	10
▪ Building and developing marketing team that is competent, dedicated, commercially astute and efficient;	10
▪ Submitting marketing reports to management periodically; and	10
▪ Conducting economic and commercial surveys to identify potential markets for products and initiate market research and analyze its findings pertaining to business growth potentials;	5
▪ Any other tasks assigned by the Managing Director.	5

3. KNOWLEDGE & SKILLS REQUIREMENTS:

3.1 Education:

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

3.2 Training:

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



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3.3 Length and type of practical experience required:

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

3.4 Knowledge of language(s) and other specialized requirements:

Computer knowledge, research methodology, marketing, negotiation, analytical 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 and implementation of marketing strategies of AWP to generate revenue and profitability.

6. INSTRUCTIONS AND GUIDELINES AVAILABLE:

6.1 Instructions:

Mostly depends on innovation and creativeness but shall receive and act on the directives of the Managing Director.



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6.2 Guidelines:

AWP Service Rules and Regulations – 2011, Financial Manual, Procurement Manual, Organization Development Reports, Business objectives and its strategic planning as articulated in the Vision, Mission and Values of AWP, Commercial Sale of Goods Act 2001, Companies Act 2000, Copyright Act 2001, and any other documents of AWP, if any.

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 and Sales Department.

9. JOB ENVIRONMENT:

Normally sedentary in nature and imposes no special physical demand.

10. KEY PERFORMANCE MEASURES

1. Marketing and Sales planning, budgeting and sound implementation marketing and sales strategies;
2. Attainment or achievement of annual marketing and sales targets and its performance;
3. Compliance and efficiency of marketing and sales performance within agreed budget and plans;
4. Expansion and outreach of AWP Product markets;
5. Professional development of marketing and sales personnel; and
6. Other measures as determined by the management