



*Building for the Future*

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## **Terms of Reference (ToR) – Senior Sales & Marketing Officer**

**Position Title:** Senior Sales & Marketing Officer

**Department:** Business & Corporate Service Division

**Reports To:** Chief Executive Officer / Director /Associate Director

### **Job Purpose:**

The Senior Sales & Marketing Officer is responsible for developing and implementing strategic sales and marketing plans to achieve business growth, enhance brand visibility, and ensure customer satisfaction. This role focuses on market research, team leadership, sales performance, and the execution of targeted marketing campaigns.

### **Key Roles & Responsibilities:**

#### **Sales:**

- Develop and execute strategic sales plans to achieve organizational goals and revenue targets.
- Identify new market opportunities and potential clients to expand the customer base.
- Manage relationships with key clients and stakeholders to ensure high levels of satisfaction and retention.
- Prepare sales forecasts, budgets, and performance reports.
- Lead and motivate the sales team to meet or exceed sales targets.

#### **Marketing:**

- Design and implement comprehensive marketing strategies to create awareness of the company's business activities.
- Oversee the development and execution of marketing campaigns across traditional and digital platforms.
- Conduct market research and competitor analysis to inform marketing strategies.
- Monitor and report on the effectiveness of marketing efforts.
- Collaborate with product development and other departments to ensure brand consistency and market alignment.

### **Key Performance Indicators (KPIs):**

- Achievement of monthly/quarterly/yearly sales targets.
- Market share growth.
- Return on Marketing Investment (ROMI).

**CORPORATE OFFICE AND BUSINESS UNITS: PHUNTSHOPELRI (GOMTU)**

**DZONGKHAG: SAMTSE, BHUTAN**

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- Client acquisition and retention rates.
- Brand awareness and engagement metrics.
- Supervise and mentor sales and marketing staff.
- Coordinate the function to ensure smooth delivery of services/products.
- Represent the company at trade exhibitions, events, and conferences.

### **Skills and Competencies:**

- Excellent communication and interpersonal skills.
- Strategic thinking and problem-solving abilities.
- Leadership and team management.
- Strong analytical and negotiation skills.
- Proficiency in Customer Relation Management (CRM)
- Full-time position.
- May require travel to attend client meetings or marketing events.
- Fast-paced environment with performance-driven culture.