



Building for the Future

TOR for Associate Marketing Officer

Job Position/Title	Associate Marketing Officer
Function	Sales, Marketing & Logistic Division
Reporting Authority	Head SMLD/Department Head
Job Description	<p>Key Responsibilities and Duties</p> <ul style="list-style-type: none"> • Marketing & Promotion <ul style="list-style-type: none"> ○ Assist in planning, executing, and monitoring marketing campaigns and promotional events. ○ Support the creation of marketing materials such as brochures, social media content, newsletters, and advertisements. ○ Coordinate with vendors, printers, and media partners for promotional activities. • Customer Relationship Management <ul style="list-style-type: none"> ○ Maintain and update customer databases and profiles. ○ Handle customer inquiries, feedback, and complaints timely and professionally. ○ Build positive relationships with clients, distributors, and stakeholders. • Market Research & Analysis <ul style="list-style-type: none"> ○ Conduct market surveys, gather customer insights, and analyze competitor activities. ○ Support the preparation of market intelligence reports and recommendations. ○ Monitor industry trends to support decision-making and strategic planning. • Sales Coordination <ul style="list-style-type: none"> ○ Coordinate with the Sales Team for order processing, delivery follow-up, and documentation. ○ Assist in preparing sales reports, pricing updates, and promotional offers. ○ Support field visits and client outreach activities as required. • Branding & Communications <ul style="list-style-type: none"> ○ Assist in managing the company's social media platforms and online presence. ○ Support content creation for digital marketing and brand communication. ○ Ensure consistent branding across all communication channels. • Documentation & Reporting <ul style="list-style-type: none"> ○ Prepare weekly, monthly, and quarterly marketing performance reports. ○ Maintain proper documentation related to campaigns, events, and customer communication. • Other Duties <ul style="list-style-type: none"> ○ Support corporate events, CSR initiatives, exhibitions, and trade fairs. ○ Perform any other tasks assigned by the Head/HoD/CEO.

CORPORATE OFFICE AND BUSINESS UNITS: PHUNTSHOPELRI (GOMTU)

DZONGKHAG: SAMTSE, BHUTAN

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-The Management

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