



འབྲུག་སློ་རྩིས་གོང་འཕེལ་ཚད་འཛིན།
Bhutan Livestock Development Corporation Limited
Corporate Head Office
Thimphu: Bhutan
"Inspiring the growth of livestock entrepreneurs"



TERMS OF REFERENCE (TOR) FOR MARKETING ASSISTANT II OF BLDCL

Position Title	Marketing Assistant II
Grade	O2
Pay & allowance	• Basic pay Nu.13,095+ Nu. 3,500 House Rent Allowance (HRA) • Fixed Allowance: Nu. 8,500 • LTC: Nu. 1,095 • Other benefits as per the Company ISRR
Type of employment	Regular
Report To	Marketing Manager, BLDCL
Qualification & Experience	Class XII Passed with a minimum of 2 years of experience in the relevant field.
Background	The Marketing Assistant will support the Marketing Department in the implementation of marketing strategies, coordination of promotional activities, customer outreach, and brand-building efforts. The position will play a key role in expanding BLDCL's market reach and ensuring effective communication of the corporation's products and values.
Knowledge, Skills & Abilities	• Proficiency in Microsoft Office (Word, Excel, PowerPoint); basic knowledge of ERP Next is an advantage. • Good verbal and written communication skills in English, Dzongkha and other dialects will be an advantage. • Strong organisational skills with attention to detail • Ability to work under pressure, meet deadlines, and collaborate in a team environment • Understanding of the Bhutanese livestock market is an added advantage.
Duties, Responsibilities & Accountabilities	The Marketing Assistant will work under the direct supervision of the Marketing Manager and will be responsible for the following: Marketing & Promotion • Assist in the planning and execution of marketing campaigns for beef, pork, chicken, fish, and value-added products. • Help develop content for promotional materials, advertisements, and social media. • Organise and coordinate marketing events, exhibitions, product launches, and promotional campaigns Market Research & Analysis • Conduct market surveys to gather consumer insights, competitor analysis, and demand trends. • Assist in compiling and analysing sales data for marketing reports and planning. • Monitor customer feedback and prepare summaries for management action. Customer Engagement & Sales Support • Maintain customer databases and assist in customer communication (emails, calls, feedback collection). • Provide administrative support to the sales team, including order processing, client follow-ups, and documentation. • Respond to inquiries related to products, pricing, and availability.

Post Box No. 2078, Namtog Lam, Khangkhulu, Thimphu: Bhutan, Tel: (+975) 2-365520, 2-365524

Email: bldcl17@gmail.com

Website: <http://www.bhutanlivestock.bt>



འབྲུག་སློ་ཉོར་གོང་འཕེལ་ཚད་འཛིན།
Bhutan Livestock Development Corporation Limited
Corporate Head Office
Thimphu: Bhutan



"Inspiring the growth of livestock entrepreneurs"

- Timely collection of bills from the customers.

Administrative Tasks

- Maintain a well-organised archive of marketing materials, reports, and media assets.
- Assist in budget tracking for marketing expenditures.
- Maintain a daily record in ERP Next system.
- Carry out other duties as assigned by the Marketing Manager or relevant authority