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Farm Machinery Corporation Limited

CHUNDUDINGKHA, PARO: BHUTAN

Post Box No: 1314

"Making Agriculture Productive, Profitable and Prestigious (PPP)"



Terms of References (ToR) for Marketing Officer

Position Title	Marketing Officer
Grade	P5
Pay and allowances	Nu. 20230-505-30330 (Basic Pay) +20% HRA on basic pay Nu. 12225(Fixed allowance) Nu.1250 (LTC) Other allowances and benefits as per the FMCL service rules
Employment Type	Regular
Qualification	Bachelor's degree in B.Com/ BBA (Marketing) with Minimum of 60% in degree and 60% in Class XII (English+ best three subjects). The candidate with relevant experience will be given preference.
Background	The Marketing Officer will be responsible for developing and executing marketing strategies and initiatives to promote the company's products, services, or brand. The role will include both online and offline marketing efforts, aimed at increasing brand awareness, customer engagement, and business growth.
Accountabilities/Responsibilities	

The responsibilities are given below:

1. Strategic Planning:

- Develop and execute annual and quarterly marketing plans aligned with the company's objectives.
- Conduct market research and competitor analysis to identify opportunities and threats.
- Propose and manage budgets for marketing campaigns and projects.

2. Brand Management:

- Develop brand, brand guidelines and oversee their implementation.
- Ensure consistency in branding and messaging across all marketing channels.

3. Product Marketing:

Chief Executive Officer: 975-8-271234, General Manager: 08-272439 General: 08-272125

E-mail: ceofmcl@gmail.com



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- Work with the production team to ensure effective positioning and launch strategies.
- Create marketing content and promotional materials that resonate with target audiences.
- Schedule and conduct Pricing Committee meetings as planned and whenever necessary.
- 4. **Digital Marketing:**
 - Manage digital marketing strategies, including social media, email campaigns, SEO/SEM, and online advertising.
- 5. **Sales Support:**
 - Collaborate with the sales team to develop sales tools, presentations, and lead-generation strategies.
 - Organize promotional activities, exhibitions, and trade shows to support sales efforts.
 - Develop promotional offers, discounts, and special campaigns to increase sales.
- 6. **Stakeholder Communication:**
 - Maintain relationships with media, advertising agencies, and other stakeholders.
 - Coordinate public relations efforts to enhance the company's reputation.
- 7. **Monitoring and Reporting:**
 - Track and report key performance indicators (KPIs) for marketing campaigns.
 - Present insights and recommendations to senior management.
 - Ensure compliance with industry regulations and standards.