



BHUTAN AIRLINES

(Tashi Air Pvt. Ltd.)

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Terms of Reference for Assistant Marketing Officer

Position Title: Assistant Marketing Officer

Reports To: Deputy General Manager, Marketing & Customer Service

Department: Marketing & Customer Service

Location: Thimphu

Job Schedule: Full-time position

Key Responsibilities

- Assist in the planning and execution of marketing campaigns across multiple channels, including digital, print, and social media.
- Coordinate the creation of promotional materials (e.g., flyers, brochures, banners, and digital content).
- Track and report on campaign performance, ensuring deadlines are met, and providing timely updates to the marketing team.
- Support the management and daily updates of the organization's social media platforms (e.g., Facebook, Instagram, TikTok, Twitter, YouTube).
- Create, schedule, and post engaging content on social media channels to build and sustain customer engagement.
- Monitor social media conversations, respond to customer inquiries, and report on engagement metrics.
- Assist with content creation for marketing collateral such as newsletters, email campaigns, and website updates.
- Support the development of written, visual, and multimedia content aligned with the organization's brand and marketing goals.
- Assist in the organization and execution of marketing events such as product launches, promotional events, and trade shows.
- Help ensure consistency in brand messaging and visual identity across all marketing materials and channels.
- Help prepare external communication pieces such as press releases, newsletters, and other promotional content.
- Maintain and update marketing databases, media contacts, and project tracking systems.
- Prepare reports and presentations as required by senior marketing staff.