



# BHUTAN AIRLINES

(Tashi Air Pvt. Ltd.)

*Fly with us to the land of happiness*



## Terms of Reference for Marketing Manager

**Position Title:** Marketing Manager

**Reports To:** Deputy General Manager, Marketing & Customer Service

**Department:** Marketing & Customer Service

**Location:** Thimphu

**Job Schedule:** Full-time position

### Key Responsibilities

- Assist in planning and execution of marketing strategies to achieve the airline's business objectives.
- Collaborate with senior management to define target markets, customer segments, and growth strategies.
- Plan, create, and launch marketing campaigns across multiple channels, including digital, print, social media, and traditional media.
- Develop a social media strategy to engage with customers, drive traffic, and enhance brand presence.
- Lead digital marketing initiatives, including email marketing, and content marketing.
- Monitor and report on the performance of campaigns, adjusting strategies as needed.
- Ensure consistency of the airline's brand messaging across all touchpoints.
- Manage public relations efforts and work with media agencies to increase brand awareness.
- Conduct market research to identify new trends, customer preferences, and competitive activity.
- Analyze customer data and insights to refine marketing tactics and improve customer engagement.
- Assist with content creation for marketing collateral such as newsletters, email campaigns, and website updates.
- Develop and manage partnerships with travel agencies, tour operators, corporate clients, and other potential partners.
- Coordinate promotions and offers, ensuring they are strategically aligned with the airline's objectives.
- Edit and proofread marketing materials including in-flight magazine to ensure clarity, accuracy, and brand consistency.
- Oversee the operations and performance of the call center.
- Assist in the organization and execution of marketing events such as product launches, promotional events, and trade shows.
- Help track and monitor the marketing budget by maintaining records of marketing expenses.