

Terms of Reference (ToR)

Position Title: Media & Communication Officer

Reports to: DGM – Marketing & Customer Service

Purpose of the Position:

To enhance Bhutan Airlines' digital presence and brand image through effective management of social media platforms, communication materials, and creative content — ensuring consistent visibility and engagement across all channels.

Key Responsibilities:

1. Manage Bhutan Airlines' official social media accounts (Facebook, Instagram, X/Twitter, LinkedIn, etc.).
2. Plan, create, and schedule engaging content aligned with the airline's marketing campaigns.
3. Coordinate closely with the graphic designer to ensure brand consistency in all visual materials.
4. Develop creative copies and captions for ads, posts, and online promotions.
5. Track social media analytics and generate performance reports.
6. Respond promptly to customer comments, messages, and inquiries on digital platforms.
7. Support public relations and communication activities, including press releases and announcements.
8. Design basic marketing materials and graphics when necessary (especially during staff leave or urgent requirements).
9. Maintain the content calendar and assist in overall brand communication strategy.
10. Liaise with the publisher of our inflight magazine – *"Kuzu Zangpola"* to ensure timely coordination, printing and delivery of each issue.

Key Competencies:

- Excellent written and verbal communication skills.
- Creativity and visual storytelling ability.
- Knowledge of social media algorithms, ad management, and analytics.
- Familiarity with design software (Canva, Photoshop, Illustrator).
- Strong sense of branding and attention to detail.
- Ability to multitask and meet deadlines.

Performance Indicators:

- Growth in social media reach, engagement, and follower base.
- Consistency and quality of digital communication materials.
- Timeliness of campaign delivery.
- Positive brand visibility and audience feedback.