

## **ToR for the Director, Marketing and Logistics Department**

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### **Background**

State Mining Corporation Limited (SMCL) was established in 2015 as a DHI owned company. Its primary mandate is to manage the state's mineral resources to generate revenues from export markets and supplies to local industries. It has its registered corporate office in Samtse.

Director, Marketing and Logistics Department, shall be responsible for developing and maintaining marketing strategies and the necessary public relations to fulfill the company's objectives. He or she shall conduct customer research, study market conditions, analyze competitor data and implement marketing plans and strategies as needed. He or she shall manage the nationwide and international marketing regimes at the strategic and tactical levels.

He or she shall report directly to the CEO.

### **Overall Job Description**

The primary responsibilities of the Director are to:

#### *Marketing and Customer Care*

- Evaluate and develop marketing strategies and plans;
- Identify potential customers and research demand for products;
- Conduct marketing research for various products and develop marketing and sales strategies for both domestic and export markets;
- Implement all marketing and sales plans, policies and performance target indicators approved by the Management and the Board;
- Oversee social media marketing strategy and content marketing;
- Enhance Company's image and position within the marketplace and general public;

#### *Sales and Transportation Logistics*

- Develop pricing strategies to maximize profit and market share while balancing customer satisfaction;
- Manage the day to day operations of the sales and transportation logistics to enhance and manage the sales of mineral products and control the cost of transportation.
- Prepare mineral transportation options for the domestic markets and as well for export.
- Periodically review the export market for the minerals with respect to global price, demand and quality of minerals.

#### *Cost and Performance Management*

- Understand and develop budgets and finance, including expenditures, return on investments and profit-loss projections related to marketing, sales and logistics.
- Monitor and manage the operational efficiencies of production at mines with special reference to market demand and supplies of the mineral products.
- Plan, monitor and evaluate the performance of the department and its staff as per the guidelines and policies of DHI and the company;
- Ensure that the authorities delegated by the Management are exercised in the manner and within intent of such delegation and referring all matters outside his delegations to the Management for approval;

### **Specific Responsibilities**

- Prepare strategies for marketing in export and domestic markets;
- Design, implement and facilitate annual marketing plan for the company;
- Plan and administer the company's marketing budget and keep cost in control;
- Customize products according to specific market or customer requirements;
- Train the marketing team for prospective client meetings, presentations, etc.
- Responsible for the public relations efforts;
- Connection with external vendors and consultants;
- Set up regional offices to enhance marketing and sales;
- Make staffing and hiring decisions within the department;
- Build, develop and manage marketing team which is competent, commercially astute, dedicated and efficient;
- Manage day to day activity with PR, press and marketing communications agencies;
- Focus on the Branding principles and tactics through multimedia and advertisement;
- Monitor and analyze market trends, and competitor products, sales and marketing activities;
- Oversee advertisement, sale promotions and PR activities;
- Be responsible for setting up market information system;
- Exploring ways of improving existing products and services, and increasing sale of products and profitability;
- Review and oversee the transportation modalities in sales to curtail cost efficiencies.
- Act as Company's representative with media; and
- Carry out any other assignment as required by the Management.

### **Education & Experience Criteria**

1. He/she must have Bachelor's Degree in Finance/Commerce/Accounts/Marketing (full time) with a minimum 13 years of experience (1.5 years of study period will be considered as active service).
2. Must have a minimum active service of 3 years at senior managerial level (P1 A and above in the civil service and GM level and above or equivalent position in the corporate/private sector).
3. Preference will be given to candidates with work experience in exporting of
  - industrial minerals,
  - construction materials and minerals in the region (India/Bangladesh);
4. Fluency in marketing norms, rules and regulation of the Bhutan/India.

### **Person Specifications & attributes;**

1. Good marketing skills and excellent PR;
2. Strong writing skills;
3. Proven ability to manage budget;
4. Adaptability to corporate setting;
5. Patience and be able to work under tremendous pressure;
6. Excellent networking skills;
7. Good analytical and numeracy skills;
8. Excellent management skills;
9. Effective time management skills and ability to multitask;
10. High competence in stakeholder management;
11. Good communication skills;
12. Excellent presentation skills; and
13. High Integrity/ethics, and the ability to meet the deadlines.

### **Core Competencies**

- Critical thinking & problem solving;
- Professional and proactive work ethic;
- Planning and organizing;
- Managing change;
- Teamwork;
- Communication skills;
- Leadership;
- Conflict management; and
- Commercial orientation.

### **Documents required**

- Curriculum Vitae,
- Academic transcripts & certificates (masters & bachelors)
- Copy of Citizenship Identity Card,
- Valid Security Clearance (Online approved),
- Medical Certificate,
- Names of at least three professional referees (one each as supervisor, peer and subordinates having associations for more than 2 years) with email address, office address and contact number.

### **Employment Type**

Contract for 3 years with possibility of renewal depending upon performance and need.

### **Salary & Others Benefits**

- Gross salary = Nu.82,555/month
- Grade = E1
- Basicsalary = Nu.59,658.00
- Salary scale = Nu.45785-1145-74410
- Contract allowance = 30%

- Communication Allowance = Nu.1000
- Fuel Allowance = Nu.4000.00
- PBVP = 20%
- Bonus as per PMS/HR rules of the company.

### **Application dateline**

The application deadline is on or before 25<sup>th</sup> May 2019 before 5.00pm.

I, \_\_\_\_\_, hereby acknowledge receipt of the Director's job description for Marketing and Logistics Department, State Mining Corporation Limited, Samtse. It is my responsibility to review this job description and ensure that I am familiar with its contents and comply with all requirements, duties, rules and procedures.

*Note: The statements provided above are intended to describe the general nature and level of work that an employee shall perform and is not a complete list of responsibilities, duties, and skills required.*