

# **MENJONG SORIG PHARMACEUTICALS CORPORATION LIMITED**

## **Terms of Reference**

**for**

### **Assistant Marketing Officer/Analyst**

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#### **Background**

Menjong Sorig Pharmaceuticals Corporation Limited (MSPCL), a DHI owned company is primarily mandated to manufacture essential traditional medicines required for the effective delivery of traditional medicine services under the Ministry of Health. MSPCL also produces other health promoting supplements to serve the health and wellness needs of the country while fostering innovation and sustainability in traditional medicine production. MSPCL's corporate head office is at Kawangjangsa, Thimphu.

#### **Overall Job Description**

As per the business and operation needs, MSPCL requires an Assistant Marketing Officer/Analyst to support its strategic goals. This document outlines the key responsibilities and duties of the Assistant Marketing Officer/Analyst. The Analyst will play a pivotal role in ensuring that Menjong Sorig not only achieves operational efficiency but also expands its reach and impact. In overall, the Analyst will be responsible for formulating business plans, establishing mid to long term financial and strategic forecasts, and supporting data-driven decision-making across various business functions, including marketing, sales, and product development. He/she shall be responsible and report directly to the General Manager, Corporate Services Division.

#### **Specific Responsibilities**

The ideal candidate will:

##### **Data Collection and Analysis**

- Gather and analyze data from various sources, including CRM systems, marketing automation platforms, website analytics, social media platforms, and market research reports and manage social media platforms
- Conduct thorough market research and competitive analysis to identify trends, opportunities, and threats.

- Track key performance indicators (KPIs) and monitor performance. Analyze customer behavior and segmentation to identify target audiences and personalize marketing efforts.

#### **Enhance Market Position:**

- Identify market opportunities for both traditional medicines and natural health-promoting products.
- Develop strategies to increase domestic and international awareness of Menjong Sorig's unique product offerings.
- Support the development and execution of integrated marketing campaigns across various channels, including digital, social media, email, and content marketing.
- Analyze campaign performance and provide recommendations for optimization.
- Measure the effectiveness of marketing initiatives.

#### **Optimize Business Operations:**

- Analyze sales data to identify trends, opportunities, and areas for growth.
- Develop sales reports to track key sales metrics and revenue.
- Support the development of sales forecasts and budgets.
- Conduct market research to identify new business opportunities and target markets.
- Support data-driven decision-making to optimize production, distribution, and marketing strategies.

#### **Support Product Development, Innovation and expansion:**

- Conduct market research to identify customer needs and preferences.
- Collaborate with research teams to translate R&D outputs into marketable products.
- Analyze customer feedback and product usage data to inform product roadmap decisions.
- Identify trends in health and wellness to align Menjong Sorig's product portfolio with consumer demands.
- Track product performance and identify areas for improvement or growth.
- Provide ideas or inputs into product designing and packaging.
- Contribute to Menjong Sorig's mission of blending traditional knowledge with modern business practices.

- Embrace Menjong Sorig's sustainability ethos by ensuring ethical and environmentally conscious marketing practices.

### **Data Visualization and Reporting:**

- Create compelling data visualizations, such as charts, graphs, and infographics, to communicate insights effectively.
- Prepare regular reports and presentations for management.

### **Qualifications and experience criteria**

- Bachelor Degree in Marketing/Business Administration/Finance/Economics/Commerce or Masters in Business Administration
- Preferably experience in a marketing or business analyst role, or a related field such as market research, data analysis, or digital marketing.

### **Skills, Knowledge & Attributes Required**

- Experience in developing new markets and identifying new, potential distribution channels.
- Strong experience in new product development, market tests and surveys.
- Experience in starting/designing/leading operations in challenging conditions and in previously non-commercial entities or environments such as Bhutan.
- Expertise in niche market development.
- Must be resourceful and able to work independently with minimal supervision.
- Impeccable integrity and work ethics.
- Proficiency in analyzing large datasets using tools like Excel, and statistical software (e.g.SPSS).
- Understanding of marketing principles, including market research, segmentation, targeting, and campaign measurement.
- Familiarity with digital marketing channels (e.g., SEO, SEM, social media, email marketing) and their analytics.
- Experience with web analytics platforms (e.g., Google Analytics), CRM systems, and other marketing automation tools.
- Ability to communicate complex data insights clearly and concisely to both technical and non-technical audiences.

- Ability to identify business problems, analyze data to find solutions, and make data-driven recommendations.
- Ability to manage multiple projects simultaneously and meet deadlines.

### **Other Requirements**

- Academic transcripts (Class XII & Degree) & any other certificates;
- Copy of up-to-date resume;
- Copy of Security Clearance Certificate;
- Copy of Citizenship Identity Card copy;
- Copy of Recent Medical fitness certificate;

### **Employment Type**

- Regular.
- Entry Grade 8 as per MSPCL SRR

### **Salary & Others Benefits**

- Pay scale of Nu: 26,060-650-39,060
- Corporate Allowance: 20% of basic pay
- Fixed Allowance: 60% (Nu. 15,635)
- Other benefits as per the SRR of the Company