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Bhutan Youth Development Fund

President: Her Majesty the Queen Mother Ashi Tseyring Pem Wangchuck



Position Description

Marketing Officer, YDF Social Enterprises, YDF

Overview

Position Title: Marketing Officer

Employer: Bhutan Youth Development Fund (YDF)

Location: DrukVana, Norzin Lam, Chubachu, Thimphu, Bhutan

Employment Type: 3-year lock contract with possibility of extension or regularization

Level: V-3 (Professional and Management Category)

Gross Pay: Nu. 35,378.80 per month

Reporting To: Manager and/or Director of Social Enterprises, YDF

A) About YDF and DrukVana

The Bhutan Youth Development Fund (YDF) is a Civil Society Organization (CSO) founded in 1999. One of YDF's flagship initiatives is **DrukVana** — a social enterprise of the YDF, inspired by Her Majesty the Queen Mother Tseyring Pem Wangchuck's commitment to cultural preservation, sustainability, and youth empowerment. Rooted in Bhutan's craftsmanship and culture, DrukVana promotes naturally dyed, handwoven textiles and artisan products, while building a sustainable livelihood opportunity for artisans and youth and sharing Bhutan's heritage with the world.

B) Position Summary

The Marketing Officer will be responsible for driving the marketing and visibility efforts of DrukVana, (and other SE ventures), nationally and internationally. The role includes developing and executing strategies to connect DrukVana's products with key audiences such as tourists, hospitality businesses, corporates, government agencies, international designers, studios, artisans and communities. This role combines brand building, sales enablement, market research, content development, and stakeholder engagement.

C) Key Responsibilities

C.1) Marketing & Outreach

- Update and implement the integrated marketing strategy for DrukVana's handmade and natural-dyed product lines.
- Identify and engage with national clients (e.g. tourists, hotels, travel agencies, government and corporate institutions) and international partners (e.g. designers, studios, exhibitions, ethical marketplaces).
- Research and analyze market trends, consumer behavior, and competitor offerings to inform campaigns, including market-based sampling with the artisans.



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- Build DrukVana’s presence across platforms — physical, digital, and events — in line with its brand identity.

C.2) Content & Communication

- Support development of promotional materials including brochures, social media content, newsletters, and product catalogues.
- Collaborate with the product and design teams to create compelling narratives around artisans, products, and impact.
- Manage DrukVana’s digital presence, including website content and social media engagement.
- Manage DrukVana’s e-commerce platform to drive sales (above 20% traction).

C.3) Sales Support & Visibility

- Organize and coordinate participation in exhibitions, pop-ups, and trade fairs (domestic and international) with the sales representative (s).
- Build relationships with retailers, concept stores, designers, artisans, and suppliers or producers for collaborative opportunities.
- Track marketing campaign performance and prepare progress reports.

C.4) Internal Collaboration & Strategic Input

- Provide strategic input to the Director and Manager on branding, pricing, packaging, and positioning.
- Support marketing needs for other YDFSE initiatives such as Innovate Bhutan as required.
- Write funding proposals, case studies, and impact stories as required.
- Assist the DrukVana Manager with day-to-day marketing coordination and logistics.

D. Desired Attributes & Skills

- Proactive, creative, and culturally sensitive communicator
- Strong organizational, interpersonal, and relationship management skills
- Ability to multitask, work independently, and meet deadlines
- Attention to detail and strong problem-solving capabilities
- Comfortable with digital tools, design platforms (e.g. Canva or Adobe), and analytics software
- Comfortable with ERP system application
- Willingness to work collaboratively in a purpose-driven, impact-focused team

E. Qualifications & Experience

- Bachelor’s degree in Marketing, Business, Communication, or related field (Master’s degree preferred)
- Minimum 3 years’ experience in marketing and communications, preferably in craft, retail, tourism, or social enterprise
- Fluent in both English and Dzongkha (spoken and written)
- Experience in stakeholder engagement, proposal writing, and partnership development



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F. Professional Expectations

- Maintain professional appearance and demeanor
- Uphold confidentiality and ethical business practices
- Represent YDFSE and its values in a positive and professional manner
- Participate in staff meetings, reviews, and training programs
- Be a team player committed to YDF's mission of youth empowerment

G. Remuneration & Benefits

- Gross Pay: Nu. 35,378.80 inclusive of:
 - o Enterprise Allowance: **10%** monthly including overt time allowance of **5%** for 6-day work week;
 - o Allowances: Communication (**5%**), wellbeing (**5%**), housing (**20%**), education (**10%**) (inclusive).

Basic pay	17,428.00
Salary Allowance (45% of Basic)	7,842.60
Communication Allowance (CA 5%)	871.40
Wellbeing Allowance (WA 5%)	871.40
Housing Allowance 20%	3,485.60
Education and Learning Allowance (ELA 10%)	1742.80
Enterprise Allowance (10%)	1742.80
Salary Index 5%	871.40
Gross Pay	34,856.00

Additional

- Provident Fund: **5.5%** monthly.(Nu.959)
- Annual Increment: **5%** of basic (Nu. 871.40).
- Leave: 10 days casual; 30 days earned (post-probation).
- Work day/hour: **Monday to Saturday, 9am to 7pm (social enterprise service rule).**
- Professional Development: Based on performance and available funding.
- Contract: 3-Year Lock-in agreement (renewable; 6-month probation)