



Terms of Reference (ToR)

Position Title	Agricultural Marketing Manager
Grade	M5
Pay & Allowance	Basic Pay: Nu. 20,230.00 (Pay scale: 20230-505-30,330) HRA: 20% of basic pay per month. Fixed Allowance: Nu. 12,225.00/month LTC: Nu. 1,250.00 Other Benefits: PBVA and other entitlements as per FCBL Service Rules.
Type of Employment	Regular after a six-month probation period and will be positioned one grade lower than the actual grade during this period.
Qualification & Experience	Bachelor of Business Administration (BBA) in Marketing
Background	The Agricultural Marketing Manager is responsible for implementing and managing agricultural marketing activities under the Agricultural Marketing Division (AMD). This role emphasizes effective coordination, market facilitation, and operational excellence in the field of agricultural marketing in collaboration with regional offices and relevant stakeholders. The manager shall report directly to the head of the AMD and shall carry out duties in a way that aligns with the company's social and corporate objectives.
Duties, Responsibilities & Accountabilities	1. Strategic Development & Implementation: <ul style="list-style-type: none">○ Develop and implement agricultural marketing strategies aligned with FCBL's vision and objectives.○ Ensure alignment of marketing activities with national policies and directives, particularly those issued by DAMC, MoAL.



2. Stakeholder Engagement & Market Linkages

- Facilitate linkages between growers, cooperatives, farmers' groups, and buyers to enhance market access.
- Identify and develop new domestic and international markets for Bhutanese agricultural products.
- Explore market-oriented agricultural commodities and facilitate exports to international markets.
- Undertake contractual farming of market-oriented products liaising with the stakeholders i.e. Gewogs, Dzongkhags, Ministries etc.

3. Market Research & Analysis:

- Conduct market research to identify emerging trends, opportunities, and challenges in agricultural marketing.
- Monitor and evaluate the performance of auction yards in the Regions.
- Recommend corrective actions and improvements based on data-driven insights.

4. Trade Promotion & Events Management:

- Oversee the organization of trade fairs, exhibitions, and promotional campaigns for agricultural products.
- Collaborate with relevant stakeholders to enhance the visibility and competitiveness of Bhutanese agricultural commodities.

5. Operational Coordination & Reporting:

- Ensure effective communication and collaboration between FCBL Corporate Headquarters and Regional Offices concerning agricultural marketing activities.



- Coordinate the implementation of direct purchase for agricultural commodities as per DAMC, MoAL directives, with support from Regional Offices.
- Prepare and submit regular reports on agricultural marketing activities, achievements, and challenges.
- Report to the Interim Head on business performance updates, challenges, and opportunities with recommendations on a monthly basis.

6. Financial & Administrative Responsibilities:

- Assist in preparing annual budgets, work plans, and business targets for the Division.
- Support the timely review and revision of existing documents to enhance operational effectiveness.
- Assist in the reconciliation of RNR transactions for annual closing.
- Assist in formulating the annual budget plan for AMD and ensure efficient utilization of allocated resources.
- Assist in drafting guidelines, SOPs, and proposals for agricultural marketing activities.

7. Other Responsibilities:

- Perform any other task assigned by the Interim Head and the Management.



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CORPORATE HEADQUARTERS



Documents Requirement	<ol style="list-style-type: none">1) Duly Filled FCBL Employment Application Form (download from website: www.fcbl.bt)2) Curriculum Vitae/Resume3) Copies of Academic transcripts (Degree, Class XII & X)4) Copy of valid Citizenship Identity Card.5) Copy of Security Clearance Certificate.6) Original Medical fitness certificate7) No Objection Certificate, if employed.8) RAA Audit Clearance Certificate, if employed
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