Terms of Reference
Asst. Communications Officer
Department of Tourism, Ministry of Industry, Commerce and Employment

Background

The Department of Tourism (DoT), Ministry of Industry, Commerce and Employment (MoICE) intends to recruit and engage an Asst. Communications Officer, who will primarily focus on creating awareness on the tourism policies, rules and regulations, communications and media management, for higher compliance and positive behaviours of all tourism parties.

In addition, she/he will be engaged in promoting Bhutan through creative ideas and regular content creation (photo and video visuals) to keep the tourism partners informed and updated on the various initiatives of the Department.

Roles and Responsibilities

Roles and responsibilities include:

- Coordinating communication on tourism with the stakeholders, industry partners and parties.
- Liaising with divisions and relevant agencies to create awareness on the policies, processes and requirements related to tourism in Bhutan.
- Monitoring and managing tourism-related posts and information on social media and media platforms, to ensure dissemination of accurate and correct information.
- Assisting promotional and marketing activities through creative and innovative ways for consistency and visibility.
- Support dissemination of notifications and information from the Department.
- Assisting the Department's activities and tasks, on a need basis as directed by the Director.

Qualification and Experience

The candidate should possess the following minimum qualifications and experiences:

- Hold a minimum of Bachelor's degree; educational background in communication, creative media and/or media management will be an added advantage;
- Professional/work experience in the fields of communication, content creation, strategic media relations and stakeholder engagement will be an added advantage with preferences for candidates with demonstrated abilities and passion to learn, grow and deliver.
- Possess good multimedia skills with proficient level of using online multimedia tools.
- Excellent skills and traits with passion to contribute meaningfully to the responsibilities are encouraged to apply. Minimum of two years of professional work experience with evidence of.

- Excellent communication and analytical skills.
- Possess strong writing and speaking abilities in Dzongkha and English languages.
- Should be reliable and responsible with a positive approach to work responsibilities.

Reporting

The candidate will be stationed at the Department of Tourism, under the direct supervision of the Director, Department of Tourism.

Recruitment

Recruitment will be done in line with the *Bhutan Civil Service Rules and Regulations 2023 (BCSR 2023)*. The remuneration, benefits and reimbursables will be governed by BCSR 2023, and will be covered under the Special Tourism Project.

Contract duration

The position will be for an initial period of one year tentatively with effect from **November 2026**, with potential for extension based on performance of the candidate and the need of the Department.

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