



Corporate Office: Post Box No.329, Thimphu, Bhutan



Corporate Office: Post Box No.329, Thimphu, Bhutan

- Basic Pay : 14,450/- (Pay Scale: 14,450- 360-21,650).
- Fixed Allowance 65% : 9,392.5/-
- HRA : 3500/-
- LTC : 14,550/- annually
- Encashment : 14,550/- annually
- Bonus (2 months' salary) : based on performance
- PBVP-10% : based on performance



ཕུ་ འབྲུག་སོ་ནམ་ཐོན་སྐྱེད་བཅོ་ལྷན་ཁྲིམས་ལུགས་ Bhutan Agro Industries Limited

Factory Locations: Wangchutaba, Thimphu & Lingmethang, Mongar

Corporate Office: Post Box No.329, Thimphu, Bhutan

Bhutan Agro Industries Limited Terms of Reference (ToR) Digital Marketer

1. Position Details

- **Position Title** : Asst. Manager (QC)
- **Level/Grade** : S1/Gr-VIII
- **Duty Station** : Lingmethang Plant
- **Reports to** : Manager (Production)
- **Employment Type** : Regular

2. Job Purpose

To ensure that all products of Bhutan Agro Industries Limited meet established quality, safety, and regulatory standards through systematic quality control procedures, laboratory analysis, and compliance monitoring. The position is also responsible for maintaining and coordinating certifications such as BFDA, NEC, HACCP, ISO, and FSSC Version 6, including license recertification processes.

3. Key Responsibilities

- Oversee and implement quality control systems for all stages of food and beverage production, from raw material receipt to finished goods dispatch.
- Conduct physical, chemical, and microbiological tests to verify that products meet company and regulatory specifications.
- Ensure that only products complying with **quality and food safety standards** are released for marketing and distribution.
- Maintain accurate and complete laboratory test records, inspection reports, and product quality documentation.
- Monitor hygiene, sanitation, and housekeeping standards across production areas in line with **Good Manufacturing Practices (GMP)** and **Good Hygiene Practices (GHP)**.
- Coordinate with production and maintenance teams to address non-conformities and implement corrective actions.
- Ensure compliance with national and international standards, including **Bhutan Food and Drug Authority (BFDA)**, **National Environment Commission (NEC)**, **HACCP**, **ISO**, and **FSSC Version 6** requirements.
- Prepare and update quality manuals, SOPs, and documentation related to HACCP and FSSC systems.
- Liaise with external auditors, certification bodies, and regulatory agencies for inspections and audits.
- **Coordinate recertification of all licenses and certifications** as per applicable schedules.
- Train production and laboratory staff on food safety standards, hygiene, and quality assurance protocols.
- Maintain calibration of laboratory and testing equipment.





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- Basic Pay : 20,230/- (*Pay Scale: 20,230-505-30,330*).
- Fixed Allowance 65% : 13,149.5/-
- HRA : 4,046/-
- LTC : 20,230/- annually
- Encashment : 20,230/- annually
- PF : 15% from the company
- Bonus (2 months' salary) : based on performance
- PBVP-10% : based on performance



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Bhutan Agro Industries Limited Terms of Reference (ToR) Digital Marketer

1. Position Details

- **Position Title** : Digital Marketer
- **Level/Grade** : S1/Gr-VIII
- **Duty Station** : Corporate Office
- **Reports to** : Marketing Manager
- **Employment Type** : Regular

2. Job Purpose

To enhance the company's brand visibility, online engagement, and product sales through effective digital marketing strategies, content creation, and analytics-driven campaigns across social media, websites, and other digital platforms.

3. Key Responsibilities

- Develop, implement, and manage digital marketing campaigns to promote company products and brand image.
- Plan and execute content marketing strategies, including social media posts, blogs, visuals, and videos.
- Manage company's social media accounts, website content, and online advertisements to drive engagement and conversions.
- Monitor and analyze digital campaign performance using analytics tools and prepare regular reports.
- Coordinate with the Sales and Marketing team to align digital strategies with promotional campaigns and sales goals.
- Develop and maintain relationships with media agencies, influencers, and online advertising partners.
- Ensure consistent brand tone and messaging across all digital channels.
- Research and recommend new digital marketing trends, tools, and strategies for continuous improvement.
- Support online customer engagement and feedback management.
- Perform any other tasks assigned by the Marketing & Sales Head from time to time.

4. Qualifications & Experience

- Bachelor's Degree in Marketing, Business Administration, Mass Communication,
- Knowledge of SEO, Google Analytics, social media platforms, and online advertising tools (e.g., Meta Ads, Google Ads).





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5. Skills & Competencies

- Strong written and visual communication skills.
- Proficiency in digital marketing tools and analytics platforms.
- Creativity in content development and branding.
- Analytical mindset with attention to detail.
- Ability to work independently and collaboratively under deadlines.
- Basic graphic design and video editing skills (preferred).

6. Remuneration & Benefits:

- Basic Pay : 20,230/- (*Pay Scale: 20,230-505-30,330*).
- Fixed Allowance 65% : 13,149.5/-
- HRA : 4,046/-
- LTC : 20,230/- annually
- Encashment : 20,230/- annually
- PF : 15% from the company
- Bonus (2 months' salary) : based on performance
- PBVP-10% : based on performance





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Bhutan Agro Industries Limited Terms of Reference (ToR) Sales Assistant-III

1. Position Details

- **Position Title** : Sales Assistant-III
- **Level/Grade** : O4/Gr-XIV
- **Duty Station** : Phuntsholing/Samtse/Gelephu/Samdrupjongkhar
- **Reports to** : Sr. Manager(S&L), Wangchutaba Plant
- **Employment Type** : Regular

2. Job Purpose

To support the company's retail operations by managing sales transactions, maintaining accurate records in the ERP Next system, and promoting Bhutan Agro Industries Limited's products through effective local marketing initiatives to increase brand presence and sales performance.

3. Key Responsibilities

- Conduct daily sales of Bhutan Agro Industries Limited products
- Enter and update all sales transactions in the **ERP Next system** on a daily basis.
- Maintain proper records of cash, credit, and stock transactions.
- Prepare and submit **daily sales reports** to the Sr. Manager, Sales and Logistic and reconcile sales data with the Plants every month.
- Assist in stock management, including receiving, displaying, and rotating products in the outlet.
- Ensure outlet cleanliness, proper product display, and customer-friendly environment.
- Conduct **aggressive local marketing** and promotional activities to boost sales and brand visibility.
- Build and maintain good customer relationships and handle customer inquiries and feedback professionally.
- Support Head Office in implementing pricing, promotional, and branding strategies.
- Perform any other duties assigned by the Management as required.

4. Qualifications & Experience

- **Minimum Qualification:** Class XII passed with **Commerce background**.
- **Additional Requirement:** Certificate in **Tally Accounting Software**.
- Prior experience in sales, retail operations, or customer service will be an added advantage.
- Basic understanding of ERP systems (preferably ERP Next).





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5. Skills & Competencies

- Strong interpersonal and communication skills.
- Basic accounting and record-keeping knowledge.
- Proficiency in using Tally and Microsoft Office applications.
- Customer-oriented with persuasive sales and marketing ability.
- Honest, energetic, and result-driven attitude.
- Ability to work independently with minimal supervision

6. Remuneration & Benefits:

- Basic Pay : 13,095/- (Pay Scale: 13095- 325-19,595).
- Fixed Allowance 65% : 8,511.75/-
- HRA : 3,500/-
- LTC : 13,095/- annually
- Encashment : 13,095/- annually
- PF :15% from the company
- Bonus (2 months' salary) : based on performance
- PBVP-10% : based on performance





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Bhutan Agro Industries Limited Terms of Reference (ToR) Driver-V

1. Position Details

- **Position Title** : Driver-V
- **Level/Grade** : O7/Gr-XVIII
- **Duty Station** : Head Office, Thimphu
- **Reports to** : Manager (Admin & HR), Head Office
- **Employment Type** : Regular

2. Job Purpose

To provide safe, efficient, and courteous driving services for the Chief Executive Officer (CEO) and company guests, ensuring vehicle readiness, cleanliness, and confidentiality while maintaining the highest standards of discipline and professionalism. The position also requires supporting delivery of company goods when necessary.

3. Key Responsibilities

- Drive the CEO's duty vehicle safely, punctually, and efficiently for official and personal engagements as authorized.
- Maintain strict **confidentiality**, discretion, and professionalism at all times while on duty.
- Ensure the vehicle is always **clean, well-maintained, and presentable** both interior and exterior.
- Perform routine daily checks on fuel, oil, water, tire pressure, lights, and other essentials before each trip.
- Record all trips, fuel usage, and maintenance activities in the **vehicle logbook** accurately.
- Ensure that the vehicle is serviced regularly and report any faults or mechanical issues immediately.
- Maintain up-to-date vehicle documents (insurance, registration, emission test, etc.) and ensure timely renewal.
- Coordinate with the Manager (Admin & HR) for fuel requisitions, maintenance schedules, and travel approvals.
- Display a **high degree of etiquette and courtesy** when dealing with the CEO, management, guests, and external parties.
- During off-duty periods, assist in **delivery of goods** to retailers and distributors as assigned.
- Support other official driving requirements within the organization when instructed by the Manager (Admin & HR).
- Perform any other duties as may be assigned by the CEO or Management from time to time.

4. Qualifications & Experience



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- Minimum Qualification: Class VIII passed.
- License Requirement: Valid Driving License for Light and Medium vehicles.
- Minimum of 3 years of professional driving experience with a clean driving record.
- Prior experience as a personal or executive driver preferred.
- Basic knowledge of vehicle maintenance and road safety regulations.

5. Skills & Competencies

- Excellent driving and navigation skills.
- High level of discipline, confidentiality, and integrity.
- Good interpersonal and communication skills.
- Knowledge of vehicle maintenance and documentation.
- Professional grooming and courteous behavior.
- Ability to remain calm and focused under pressure.
- Flexible to work beyond regular office hours as required

6. Remuneration & Benefits:

- Basic Pay : 10,685/- (Pay Scale: 10,685-255-15985).
- Fixed Allowance 65% : 6,945.25/-
- HRA : 3,500/-
- LTC : 10,685/- annually
- Encashment : 10,685/- annually
- PF :15% from the company
- Bonus (2 months' salary) : based on performance
- PBVP-10% : based on performance



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Bhutan Agro Industries Limited Terms of Reference (ToR) Operator V

1. Position Details

- **Position Title** : Operator V
- **Level/Grade** : O7/Gr-XVII
- **Duty Station** : Wangchutaba Plant
- **Reports to** : Production Supervisor
- **Employment Type** : Regular

2. Job Purpose

The Operator will be responsible for the operation, monitoring, and basic maintenance of assigned processing line machinery in the factory, ensuring production targets are achieved while maintaining quality, safety, and hygiene standards in line with company policies and industry best practices

3. Key Responsibilities

- Operate and monitor delegated processing line machinery as per company guidelines.
- Carry out daily maintenance and cleaning of assigned machines following SOPs.
- React promptly to alarms or malfunctions and inform the Production Supervisor immediately.
- Load raw ingredients and packaging materials into machines, ensuring correct measurements according to company recipes and QC instructions.
- Comprehend and follow written instructions and recipes provided by QC for each batch.
- Verify finished products meet company quality standards, including OPRs and CCPs, and maintain verification checklists.
- Use appropriate PPE at all times during operations.
- Practice GMP/GHP in the work area, including CIP and COP cleaning schedules, and ensure proper disposal of waste in designated areas.
- Demonstrate teamwork and provide work instructions to subordinates when required.
- Maintain a production logbook and submit machine breakdown reports as necessary.
- Manage and control assigned workers to ensure smooth workflow.
- Achieve the daily production target assigned by the supervisor.
- Perform any other tasks delegated by the immediate supervisor from time to time.

4. Qualifications & Experience

- Academic Qualification: Class X passed.
- Physical fitness to operate factory machinery.
- Basic knowledge of mechanical operation and safety standards will be an added advantage.
- Willingness to work in shifts and under pressure to meet production targets.



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5. Skills & Competencies

- Good understanding of factory hygiene and safety practices.
 - Ability to work independently and in a team.
 - Strong attention to detail in maintaining product quality.
 - Willingness to learn and adapt to new machinery and processes.
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6. Remuneration & Benefits:

- Basic Pay : 10,180/- (Pay Scale: 10180- 225-15,280).
- Fixed Allowance 65% : 6,617/-
- HRA : 3500/-
- LTC : 10,180/- annually
- Encashment : 10,180/- annually
- Bonus (2 months' salary) : based on performance
- PBVP-10% : based on performance

