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BHUTAN OLYMPIC COMMITTEE

Terms of Reference for Digital Media Manager Bhutan Olympic Committee (BOC)

Key Responsibilities:

1. Content Creation and Management:

- **Content Strategy:** Create and lead a digital content plan that aligns with the BOC's goals, helping us tell the stories of our athletes, promote events, and engage with sport fans across Bhutan.
- **Engaging Content:** Craft exciting social media posts, post impactful articles and updates on our website, be responsible for producing content that highlights our initiatives, and keep our audience informed.
- **Curate Relevant Content:** Lookout for interesting articles, videos, and other relevant content to share, ensuring that it aligns with the values of the BOC and adds value to our platforms.
- **Voice and tone:** Ensure all of our content reflects the BOC's unique voice and style, ensuring consistent messaging across every platform.
- **Content Calendar:** Design content calendar that highlights key events, competitions, and other important milestones.
- **Content Updated:** Regularly review and update our digital platforms, ensuring that all information stays current and relevant for our followers.
- **Promote User-Generated Content:** Foster a community of sports enthusiasts by encouraging and sharing user-generated content, from fan posts to testimonials that showcase the impact of sports.
- **Digital Trends:** Explore new and innovative ways to keep the BOC's digital presence fresh, engaging, and at the forefront of the latest content trends.

2. Social Media Management

- **Develop and Execute Social Media Strategy:** Create and implement a robust social media strategy that aligns with the BOC's mission, promoting Bhutan's sports, athletes, and events across platforms like Facebook, Instagram, Twitter, and YouTube.
- **Manage Social Media Accounts:** Oversee all the BOC's social media accounts, ensuring they are regularly updated with fresh, engaging, and informative content that reflects our activities, values, and achievements.
- **Engage with Our Audience:** Interact with our followers by responding to comments, messages, and mentions in a timely and professional manner, fostering a sense of community and encouraging positive conversations around sports in Bhutan.
- **Plan and Schedule Social Media Posts:** Manage a social media content calendar, planning and scheduling posts to ensure consistent messaging, especially during key events such as competitions, festivals, and athlete milestones.



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- **Increase Brand Visibility and Engagement:** Work to grow the BOC's online presence by boosting follower engagement, increasing likes, shares, and comments, and implementing strategies to reach a wider audience.
- **Monitor Social Media Trends:** Stay informed about the latest trends, tools, and best practices in social media, applying them to keep our platforms fresh and relevant, and identifying new opportunities to improve engagement.
- **Create Multimedia Content for Social:** Create compelling visuals, videos, and infographics that highlight the achievements of our athletes and promote upcoming events.
- **Track and Report on Social Media Performance:** Analyse the performance of our social media content using tools like Facebook Insights, Instagram Analytics, and others, preparing regular reports on key metrics like reach, engagement, and follower growth.
- **Run Social Media Campaigns:** Design and run targeted social media campaigns that align with BOC's objectives, whether it's to promote a specific event, celebrate athletes' accomplishments, or increase overall awareness of sports in Bhutan.
- **Stay Compliant with Social Media Guidelines:** Ensure that all posts, interactions, and campaigns follow social media platform guidelines and adhere to the BOC's policies on ethical communication, respect, and inclusivity.
- **Crisis Management and Reputation Monitoring:** Monitor online conversations about the BOC, swiftly addressing any potential issues or concerns, and managing situations that could affect the organization's reputation.

3. Design, Photography, and Video Editing Skills

- **Basic Graphic Design:** Create simple yet eye-catching graphics for social media, newsletters, and our website, using basic design software like Canva or similar tools. We're looking for someone who can bring our content to life with visually appealing designs while maintaining our brand style.
- **Photography:** Take photos at events, capturing key moments and highlights to share on our platforms. We value someone with a good eye for framing shots and understanding the essentials of lighting and composition, even if you're still learning.
- **Video Editing:** Edit short videos for social media and other digital platforms, using basic video editing tools. This could include athlete interviews, event highlights, or promotional clips. While your skills don't need to be advanced, you should be able to piece together simple, engaging videos that tell a compelling story.
- **Collaborate with Professionals:** When more polished or professional work is required, you'll work closely with professional designers, photographers, and videographers, supporting their work and learning from them to continuously improve your skills.
- **Keep Improving Your Skills:** We encourage you to keep learning and growing in these areas. Whether it's experimenting with new design techniques, improving



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your photography, or learning new video editing tricks, we're looking for someone who is open to self-improvement and continuous learning.

4. **Website maintenance and management**

- Be mentored by an IT consultant for a period of five months to learn website maintenance and management.

5. **Documentation and Record Keeping**

- Maintain accurate records of project activities, outcomes, and stakeholder communications. Prepare comprehensive project reports for internal and external stakeholders.

6. **Coordination with BOC Divisions**

- The Digital Media Manager will coordinate with other divisions of the BOC to provide reliable information, facilitating proper planning and management of BOC activities. This role includes acting as a liaison between divisions to streamline operations

7. **Additional Duties**

- Carry out any other duties as may be assigned by the President, Secretary General, Head of SRDD, or HR Officer, demonstrating flexibility and a commitment to the overall mission of the BOC.

8. **Accountability**

- The Digital Media Manager will be accountable to the Secretary General, BOC, and the Head of the Sports Research and Development Division (SRDD) for all assigned tasks, ensuring transparency and adherence to organizational standards.

Required Qualification:

- Bachelor's degree in Communications or Digital Media or related field from a university recognized by the Royal University of Bhutan.
- Strong writing, editing, and proofreading skills.
- Basic skills in graphic design, photography, and video editing.
- Knowledge of the latest social media trends, tools, and digital marketing best practices.
- Ability to analyse website and social media metrics to measure performance and make data-driven improvements.
- Experience with CMS platforms like WordPress or similar systems will be an added advantage.

Pay and grade: Pay and position may be determined based on qualifications and experience.