

**Druk Holding and Investments Ltd.**  
**Terms of Reference**  
**Sr. Manager (Product Marketing), NDI Project, InnoTech Department**

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### **Overall Job Description**

The InnoTech Department, DHI for implementing Bhutan National Digital Identity project is seeking an energetic, creative, collaborative, and highly motivated individual for the post of Product Marketing to join our team as we enter the next phase of product development. If you are excited about technology and innovation, here's your chance to make a career of it while helping to advance the digital identity ecosystem in the country.

The Sr. Manager (Product Marketing) will be tasked with driving competitive differentiation to establish market leadership and help increase product adoption in the Bhutan market. You will work closely with the sales team to improve productivity and help secure business at new accounts as well as to support up-sell/cross-sell opportunities. You will also collaborate with the product management team to launch new offerings and grow market share in key segments.

If you are fascinated by technology and innovation, are brilliant at multitasking, ready to tackle new challenges on a daily basis, and enjoy working in a fast-paced environment alongside bright and energetic individuals - we highly encourage you to apply for the position.

### **Specific Responsibilities**

The specific responsibilities are as given below:

The Sr. Manager of Product Marketing will be tasked with a wide range of activities related to product development and management. Regular responsibilities include, but are not limited to:

- Develop deep expertise in the capabilities of the product suite. Act as a subject matter expert to support strategic sales opportunities. Participate in thought leadership;
- Participate in webinars, analyst briefings, and customer meetings. Contribute to white papers;
- Develop differentiated messaging for the features and benefits of the brand identity verification products for use cases such as customer, employee, and business partner identity verification of financial, healthcare, and government accounts;
- Maximize the impact of new product releases by coordinating the launch activities of the product management, corporate marketing, and demand generation teams including external announcements, sales training, and upsell/cross-sell campaigns;
- Develop sales playbooks, training materials, product brochures, object handling scripts, and ROI/TCO models to help accelerate the on-boarding of new reps and to improve sales productivity;
- Monitor product releases, partnerships, news, and customer wins from international products in segments such as identity proofing, identity management, biometrics, electronic signatures, and development of competitive innovation cards to help position Bhutan as a global leader in digital identity.

### **Education & Experience Criteria**

They must have:

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- Master's degree in related field;
- Bachelor's degree in Economics/Business Management/Engineering or a related degree with a minimum of 50% aggregate.
- Min. of 5 years of relevant work experience (excluding the study period).

**Person Specifications & Attributes**

- Related experience in product marketing or a product management role at a technology/software company (preferably SaaS);
- Strong messaging and storytelling skills with the ability to translate technical concepts to a wide audience using real world examples, visuals, and analogies;
- A passion for learning new technologies (ie cloud, digital identity, data, privacy, blockchain, AI, machine learning), and an aptitude to learn technical concepts quickly;
- Ability to create documents and presentation materials for sales and other internal teams; and
- Excellent verbal and written communication skills.

Bonus: Prior experience in identity management, cybersecurity, or data privacy industries.

**Other requirements**

- DHI application form.
- Curriculum Vitae (CV) clearly indicating requirements referred to above.
- 2 referrals/recommendation letters from non-family related referees.
- Copies of (1) Degree Certificates, (2) Academic Transcripts, (3) Security Clearance Certificate (online), (4) Medical Fitness Certificate, and (5) Citizenship Identity Card.

**Employment Type**

- Contract

**Salary & Others Benefits**

- Salary and benefits shall be fixed within the existing DHI pay scales & in line with the DHI Service rules