

GERAB NYED-YON Ltd.

Terms of Reference (ToR) for Analyst

1. Introduction

Gerab Nyed-Yon Ltd. (GNY) is an autonomous entity holding and managing the assets and investments of Zhung Dratshang. It ensures adequate support to the Zhung Dratshang for the conduct of spiritual responsibilities towards the preservation and promotion of Buddhism, the Kingdom's spiritual heritage.

2. Position and Grade

Professional level: Analyst (PS2)

3. Employment Type

- Initially for three three-year contract (extendable based on individual's performance and requirement of the company)

4. Objective

The objective of this ToR for the Analyst, to set a framework which shall guide in managing and operation of Gerab Adventure under the Gerab Nyed-Yon Limited.

The position requires to oversee and manage the day-to-day operations of the company, develop specialized travel packages, and ensure high-quality service delivery. The Analyst will also be responsible for maintaining compliance with Bhutan's tourism policies, building partnerships, and achieving business growth.

5. Key Responsibilities

The Analyst shall;

- Review Gerab Adventure's operational strategy from time to time and propose for amendment as and when deemed necessary.
- Ensure compliance with the Department of Tourism's regulations and obtain necessary permits and approvals.
- Design and develop unique tour packages in line with GNY & Gerab Adventure's core principles

- Develop marketing strategies to promote inbound tourism for spiritual and cultural tours;
- Develop and implement standard operating procedures (SOPs) for tour operations.
- Promote unique spiritual, pilgrimage, and cultural tour packages that reflect Bhutan's heritage and traditions.
- Plan, organize, and oversee the operations of all tours, ensuring smooth coordination and execution.
- Identify and collaborate with Hotels, Central Monastic Body, and Cultural experts, Tour Guides, and other relevant stakeholders to create authentic experiences.
- Build partnerships/collaborate with global travel agencies, spiritual organizations, and tourism platforms.

6. Other Responsibilities

- Prepare, monitor & manage annual budgets for operations, marketing, and other controllable expenses.
- Prepare monthly revenue and expenses reports and ensuring financial targets are met as per the Annual Performance Contract for the year.
- Provide periodic financial reports to the management.
- Ensure high-quality service and clientele satisfaction at every stage of the travel experience.

7. Core Competencies

- In-depth knowledge of Bhutan's tourism industry, culture, history, and spiritual traditions.
- Strong communication and interpersonal skills, with fluency in **English and Dzongkha**.
- Ability to work under pressure and meet deadlines.
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8. Reporting and Accountability

The Analyst, Gerab Adventure will report to the Senior Analyst, Treasury & Investment Division.

9. Qualification and experience requirement

- Minimum Bachelor's degree in any field with 5 years of experience in relevant field.

10. Contact Person

For further information please contact HRA at +975 2 341578 or email to pema.chezom@gerab.bt