

**Terms of References
Of
Strategy and Marketing Consultant**

Garhwal Mandal Vikas Nigam, Uttarakhand

Terms of References for Strategy and Marketing Consultant

Job Title:	Strategy and Marketing Consultant, Uttarakhand, Dehradun
Location:	GMVN Headquarters, Dehradun, Uttarakhand
Number of Posts:	1
Contract term:	Two years (Extendable based on performance)
Responsible to:	Managing Director, GM-Tourism, GM-Marketing
Responsible for:	Providing technical and strategic support to GMVN to increase its business and brand value.
Selection Type:	Interview

Background:

Uttarakhand is a state in India known for its natural beauty, religious sites, and adventure tourism. The state has a long tourism history; in recent years, it has become one of India's most popular tourist destinations. Tourism is a critical economic driver in Uttarakhand and contributes significantly to the state's GDP. The tourism industry in Uttarakhand attracts about 25 million people domestically and more than 100,000 foreign tourists, which is expected to grow in the coming years.

Garhwal Mandal Vikas Nigam Ltd. (GMVN) is a government-owned company established in 1976 to promote tourism in the state. With a rich history and decades of experience, GMVN has established itself as a trusted name in the travel industry. They offer a diverse range of accommodations, including hotels and rest houses strategically located amidst the breathtaking landscapes of the Himalayas.

GMVN also promotes adventure tourism, organizing thrilling rafting expeditions and mountaineering courses. With a team of dedicated professionals, GMVN aims to deliver unforgettable experiences to visitors, ensuring their comfort and satisfaction.

Purpose of the Job:

Strategy and Marketing consultant will provide technical and strategic support to GMVN to increase its business and brand value. Strategy and Marketing consultant will use data-backed analysis to formulate a business growth strategy and increase market presence through online and offline means.

Person Specification/ Qualification:

- Essential Qualifications- Bachelor's Degree or above in Management, Marketing/ Digital Marketing, Engineering, Economics or other related fields.
- Experience- At least **05 years** of related experience in research, analysis, and growth

strategy with Central Government/ State Government/ Public Sector Organizations/ Externally aided Project (EAP)/ Multilateral Organizations/ International Organizations/ International NGOs/ Reputed Corporate Organizations.

- Proficiency /experience/familiarity with the Hospitality Sector.
- Willingness to work in remote and hilly areas in difficult conditions.
- Can demonstrate IT skills, including experience in MS Word, MS Excel, and MS PowerPoint.
- Proficient in English and Hindi and able to write reports in both languages.
- Superior networking capability, paired with strong interpersonal and diplomatic skills; substantive ability and presence to represent GMVN, as well as to interact effectively with senior management and with other units around.”

Scope of Work:

- i. Define clear objectives, goals, and performance indicators to drive revenue enhancement and operational improvements for GMVN, ensuring alignment with overall business strategies.
- ii. Develop and implement a comprehensive marketing strategy that includes online and offline channels to increase GMVN’s market presence, brand awareness, and customer engagement.
- iii. Conduct data-driven market research to identify target customer segments, trends, and growth opportunities within Uttarakhand's tourism and hospitality sectors.
- iv. Develop and upgrade GMVN's IT infrastructure, including website optimization, Channel Manager system implementation, and integration with OTAs to ensure seamless inventory and booking management across platforms.
- v. Design and execute promotional campaigns, leveraging social media, SEO, content marketing, and traditional media to drive bookings and tourism demand for GMVN’s services and properties.
- vi. Monitor the performance of implemented strategies, prepare progress reports, and provide recommendations for continuous improvement based on market trends, customer feedback, and data analytics.

NOTE

All the necessary documents shall be submitted at the GMVN Head Office, 74/1 Rajpur Road, Dehradun, Uttarakhand, in a single envelope addressed to “Managing Director GMVN” mentioning “Application for the Strategy and Marketing Consultant” by hand, Post or courier before 30/10/2024, 04:00 PM. Detailed resume needs to be submitted along with the below-mentioned certificates /Documents: -

1. High School Marksheet and Certificate
2. Intermediate Marksheet and Certificate
3. Graduation Marksheet and Degree
4. Post-Graduation Marksheet and Degree (If applicable)
5. Aadhar Card
6. Experience Certificates
7. Any other Certificates or Documents (If applicable)

The interview date will be communicated to the shortlisted candidates by e-mail/post.