

## Terms of Reference Associate Commercial Officer

1. Design and prepare marketing campaigns and promotions.
2. Evaluate competitor products and make pricing recommendations.
3. Identify potential market for new products.
4. Manage the Heli social media accounts in consultation with the media committee.
5. Prepare sales brochures and displays to call public attention to the product.
6. Meet individual compact targets set by the management.
7. Carry out ad-hoc assignments as and when required.
8. Assist with Heli reservations and booking, and coordinate with all concerned once a booking is confirmed
9. Execution of any other tasks assigned.