**Current job responsibilities of Sonam Dorji**

He is the focal officer for all the Social Media platforms of the Department which includes facebook, youtube, instagram and twitter and he also updates and manages regularly the Department's Website as well. He is responsible for the consolidated COVID-19 web page on the Gov.bt portal which has obtained more than 1.1 million hits, as he updates the page on a daily basis especially during lockdowns. He has been very proactive and also managed to increase the subscriber base. He generates and analyzes reports on web traffic and KPIs using Google Analytics tools.

Sonam Dorji develops and designs most of the Department’s multimedia communication materials, including press releases, felicitations, flyers and social media content. He is responsible for planning and creating communication content and promoting the department’s brand and visibility and designing our reports too. He will start training officials of the Media Relations Division (MRD) in these aspects as it is part of their mandate, Sonam has studied Communications as a proud King’s scholar and has learned the necessary skills and exce. Sonam was recruited for the Creative Arts Division and he is playing a key role in assisting the Division in carrying out all the activities of the Division. He has helped coordinate the Photo exhibition in 2020 in collaboration with the Royal Textile Academy (RTA) and the Art Exhibition to mention a few. He is part of the team that will organize a National Creative Art Festival in collaboration with RTA. Many of the activities for the Festival are ongoing. The Creative Arts Division is also working on the database which is outsourced to a private consultant but write-up and images have to be provided by the Department, besides doing regular reviews and value addition on a regular basis.

Sonam assists the InfoCom and Media Development Division to coordinate review meetings between the Department and Consultant to draft a Creative Arts Roadmap and also submits reports on the progress of Ku-band dish installations in various Dzongkhags on a monthly basis. He is working with the team on drafting of policies assigned to DoIM through the RCSC directive.

With the expanded mandates of DoIM on creative industry, the department’s roles and responsibilities have increased exponentially. As a result, the need for additional human resources with the domain expertise and experience was strongly felt in the Department. In his capacity as a contract employee, Mr. Sonam Dorji has contributed significantly towards fulfilling the mandates of the Department.