

JOB DESCRIPTION			
1	<b>Ministry:</b> Trade and Economic Development (MTED)		
2	<b>Job Title:</b> Principal Trade Officer, Business Support Division.		
3	<b>Band: I</b> (\$34,342 - \$51,511)	<b>Post Number:</b> 2	<b>Location:</b> Nuku'alofa
4	<p><b>Purpose:</b> This post shall be responsible for the management of the Marketing and Export Development Unit's day-to-day operation and delivering on its core mandate such as: coordinating and facilitating national consultations on trade policy matters, marketing and exporting promotion, contribute to the formulation of domestic sound trade policies, formulation of marketing and export promotion strategies and plan, conduct market research and missions overseas and domestic market, conduct export promotion activities both domestic and overseas market, coordinate trade exhibitions, trade fairs and trade promotions, development of marketing plan and its implementation, marketing strategies. The position is second in authority to the HOD hence assistance to oversee and manage implementation of other activities of the division including trade negotiation, trade statistics and Investment Facilitation and promotion is expected.</p>		
5	OUTPUTS	PERFORMANCE INDICATOR	
	<b>Planning</b>		
5.1	Development of Marketing and Export development Unit's Financial Year Management Plan, and Quarterly Action Plan.	(i) That plans are aligned and in line with the Division's FYMP and the Ministry's CP; 100% timeliness; Plans are approved for implementation by the HOD.	
5.2	Development of Marketing and Export Promotion Quarterly Action Plan	(ii) That plans are aligned and in line with the Division's FYMP and the Ministry's CP; 100% timeliness; Plans are approved for implementation by the HOD.	
5.3	Development of national consultation plans and awareness programs on marketing and export, trade- related policies.	(iii) That 100% timeliness on submission of plans and programs for approval; at least 95% practical and coherent plans / programs are developed; plans and programs are approved for implementation.	
	<b>Organizing</b>		
5.5	Coordinate and organize national consultations on exporter need assessment.	(i) That consultation materials are accurate and available to stakeholders on a timely manner; 100% timeliness confirming logistics details; attendance of at least 70% of target audience; at least 80% satisfaction from audience.	
5.6	Coordinate and organize the meetings with any Export Commodities Body on marketing and export promotion and maintain records of meetings.	(ii) That 100% timeliness advise of meetings and confirmation of logistics; at least 70% attendance of target audience; at least 80% satisfaction from audience	
5.7	Coordinate and organize the meetings of Trade and Economic Development Working Group on marketing and export promotion and maintain records of meetings.	(iii) That consultation materials are accurate and available to stakeholders on a timely manner; 100% timeliness confirming logistics details; attendance of at least 70% of target audience; at least 80% satisfaction from audience.	
5.8	Coordinate and organize national consultations on the implementation of Tonga Trade Policy Framework (TTPF).	(iv) That trade missions are 100% timeliness; 100% confirmation of logistics; at least 70% attendance of target audience; at least 80% satisfaction.	

5.9	Coordinate and organize trade missions and trade exhibitions both local and international.	(v) That relevant line Ministries are consulted on all marketing and export promotion issues on a timely basis
5.10	Coordinate a working relationship with all stakeholders on issues relating to marketing and export promotion.	(vi) That close working relationship is established
	<b>Leading</b>	
5.12	Conduct Unit staff meetings on priority issues when required	(i) That Unit staff meetings are convened when required.
5.13	Lead the implementation of the Marketing and Export plan of the Unit and its work activities.	(ii) That 100% timeliness of meetings held and implementation of work activities; at least 90% work targets are achieved within timeframe approved.
5.14	Lead and conduct consultations with relevant stakeholders on marketing and export plan in a proposed country stated in the AMP and CP.	(iii) That at least 90% effectiveness of mode of communication; achievement of at least 95% of consultation objectives e.g. increased awareness and understanding of new policies; positive feedback from participants.
5.15	Conduct consultations with relevant stakeholders on new trade policy issues for a proposed country stated in the AMP and CP.	(iv) That at least 90% effectiveness of mode of communication; achievement of at least 95% of consultation objectives e.g. increased awareness and understanding of new policies; positive feedback from participants.
5.16	Supervise the collating of stakeholders' feedbacks on key marketing and export promotion issues in Tonga and abroad and formulate draft responses and reports for HOD's finalization.	(v) That 100% timeliness of data collection, interpretation, reporting and responses; at least 90% positive and satisfaction with response(s) and action(s).
5.17	Lead the implementations and follow up of action items from meetings of Trade and Economic Development Working Group (TEDWG) on Marketing and Export Promotion issues.	(vi) That 100% timely action(s) of items from the TEDWG meetings; at least 95% completion of action(s) by deadlines; monitoring and evaluation of implementation of activities
5.18	Develop and exercise motivation measures for improved performance of the Trade Information and Market research Unit and Export Marketing Promotion Unit.	(vii) That at least 1 motivation tool is adopted and implemented with positive feedback from staff.
	<b>Controlling</b>	
5.19	Monitor the performance progress of the Marketing and Export Unit against endorsed Action Plans and standards.	(i) That work activities are implemented within approved budget and standards; at least 90% timely completion of work according to Action Plans; targets are at least 70% achieved.
5.20	Overlook the effectiveness and timely flow of trade communications and relevant trade information from and into the Ministry with individual overseas buyers, MTED marketing officers abroad such as PITI NZ & Australia	(ii) That efficient and effective communication system is in place; at least 95% timely communication responses; 0% communication breakdown; communication is 100% timeliness to meet deadline
5.21	Ensure the facilitation of travel arrangements and	(iii) That delegation(s) travels are facilitated on time; at least 95%

	for Tonga delegation(s) on marketing and export promotion missions and international and regional trade fairs, trade exhibitions, diaspora meetings and marketing facts-finding missions and negotiations with buyers.	delegation(s) satisfaction with arrangements; 100% compliance with Government's travel policy.
5.22	Ensure marketing and export plans are developed for endorsement of the HOD.	(iv) That 100% timely submission of reports; reports are at least 95% relevant, coherent and concise.
5.23	Ensure survey/research plans for specific market as per FYMP (including questionnaire) for marketing research are developed for endorsement of the HOD.	(v) That marketing research plan is developed; plan is at least 70% achievable and implementable; at least 80% satisfactory of response
5.24	Monitoring and evaluation of the implementation of the marketing and export plan	(vi) That ongoing monitoring is conducted and evaluation of work activities implemented are documented; at least 70% of the work completed
5.25	Monitoring and evaluation of the key activities export a and marketing related issues under 10 years Tonga Trade Policy Framework (TTPF) on development of trade supporting institutions and services and inclusivity and citizen economic empowerment.	(vii) That work activities are implemented on time; at least 90% timely completion of work according to plan; targets are achieved; 100% timeliness of submission of report
5.26	Develop and submit monthly progress report on the Marketing and Export Promotion Unit's performance to the HOD.	(viii) That report is 100% timeliness; 100% completeness and at least 80% of the work completed at plan
	<b>Technical</b>	
5.27	Prepare briefings and other policy papers on marketing and export promotion activities	(i) That briefs are concise and relevant; 100% timely submission when required
5.28	Prepare technical paper for submission to TEDGW on marketing and export promotion issues, diaspora engagement and other issues related to marketing and export promotion	(ii) That technical paper is 100% timeliness; paper is endorsed by HOD; at least 80% of issues identified are addressed.
5.29	Undertake facts finding research on the establishment of the market to a selected Country specified by the AMP and CP.	(iii) That One (1) research paper is submitted to HOD and CEO on marketing and export issues, or trade policy issue discussed; research paper is concise and relevant; policy advice is evidence-based.
5.30	Analyze trade statistics and key findings from research, surveys and studies.	(iv) That at least 95% timeliness of completion and submission of assessment report when required; proposed strategies are well supported and evidence-based.
5.32	Provide advice to Minister related to marketing and export promotion	(v) That advise is 100% timeliness when required; That advise is 100% concise and relevant
5.32	Conduct the Business Conference for strengthening diaspora engagement abroad as per FYMP	(v) That two (2) conference reports are submitted to HOD and CEO on new policy/actions proposed, report is concise and relevant and 100% timeliness; at least 80% timeliness

		on logistics; at least 80% of the plan is implemented
5.33	Read and submit summarized reports on marketing and export papers and trade negotiations for HOD and CEO's information.	(vi) That 100% timeliness of report submission when required; reports are concise and coherent
5.34	Work closely as counterpart of in-house trade policy consultant(s) on marketing and export promotion.	(vii) That administrative arrangement for in house consultants are facilitated in a timely manner
5.35	Monitoring and Evaluation of key activities on trade missions and trade exhibitions.	(viii) That at least 95% completion of collaborated work; effective communication system in place; improved and coordinated efforts with other line Ministries; at least 90% satisfaction on participations of Tongan producers; 100% timeliness of submission of trade mission and reports
5.36	Conduct regular meetings with growers and exporters on identified marketing and export issues and provide feedback to TEDWG	(ix) That 100% timeliness; 100% timeliness of submission of evaluation report; work activities are implemented on time; at least 90% timely completion of work according to the plan; target are achieved.
5.37	Prepare project proposals for donor funding on various marketing projects as per FYMP	(x) That 100% timeliness of development of project proposals, at least 1 project is implemented and approved for implementation; project proposal is relevant and concise
5.38	Represent the Ministry in negotiations and meetings related to marketing and export promotion	(xi) That Ministry is represented in Marketing and Export promotion meetings; that HOD is briefed and satisfied with the preparations for meetings.
5.39	Conduct national consultation with relevant stakeholders on marketing and export promotion issues a) outer island business councils and b) exporters' association.	(xii) That at least 80% of key stakeholders identified in the consultation plan are consulted; that feedback from stakeholders are considered in the finalization of trade policy issue
5.40	Develop strategies for improvement of marketing and export promotion in Tonga	(xiii) That strategies developed addresses identified challenges for improvement of marketing and export in Tonga; that strategies are relevant and concise; that development of strategies improve export by at least 10%
5.41	Conduct exporters needs assessment survey	(xiv) That preparation for the survey is 100% timeliness, at least 80% of the target audiences are interviewed;
5.42	Develop materials for continuous training of private sector in general and exporters in particular	(xv) That training materials are prepared 100% timeliness; Concise and relevant
5.43	Prepare request for training support	(xvi) That request for training support is submitted 100% timeliness; that at least 2 training support per output is conducted per FYMP

5.45  5.46	<b>Other Duties</b>  Maintain good work relations with relevant stakeholders at all times.  Perform any other duties relevant to the Ministry's core mandates that the Head of Division or the CEO may require from time to time.	(i) 100% compliance with the Public Service Code of Conduct regarding interactions and maintaining work relations with stakeholders.  (ii) Perform duties as required.  (iii) Recognize Government/Ministry priorities.
6	<b>Reports Directly to:</b>	Head of Division
7	<b>PERSON SPECIFICATION FOR THIS POST</b>	
	Special Skills:	(i) Very good research and analytical skills. (ii) Very good negotiation skills. (iii) Computer literate and well versed with Microsoft and Excel software programs. (iv) High interpersonal and leadership skills (v) Very good organization and management skills.
	Communication and Language Skills:	(i) Very high fluency in both oral and written Tongan and English. (ii) Confident speaker and presenter. (iii) Very good presentation and report writing skills.
	Personal Attributes:	(i) Professional approach to work. (ii) Very quick on the update. (iii) Self-motivated and has the ability to work independently and as part of a team. (iv) Task/Output oriented. (v) Reliable. (vi) Hard working. (vii) Honest.
	Education & Experience:	•Master's Degree with at least 1 year experience in a similar role OR at least 3 years relevant working experience •Post Graduate Diploma with at least 2 years' experience in a similar role or at least 4 years relevant working experience •Bachelor's degree with at least 4 years' experience in a similar role or at least 6 years relevant working experience  <u><b>Qualifications acceptable for this role must be in Commerce, Economics, Trade, Human Resource Management, Social and Economic Development, Public Policy, Law, Finance, Investment, Labour, Marketing or Business from a recognized educational institution.</b></u>
8	<b>CORE COMPETENCIES</b>	
	<b>Core Competency</b>	<b>Standards</b>

	Change and Innovation	<p>Stays informed and actively contributes to change initiatives</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Looks for ways to demonstrate innovation and initiative in work area</li> <li><input type="checkbox"/> Anticipates emerging issues and looks for ways to improve work practices.</li> <li><input type="checkbox"/> Takes a big-picture view of change and models a positive, constructive approach to managing it</li> <li><input type="checkbox"/> Focuses on benefits and ways of overcoming obstacles</li> </ul>
	Interpersonal Skills	<p>Actively shares information with appropriate people and checks for understanding where necessary</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Presents clear, courteous and concise oral and written communications.</li> <li><input type="checkbox"/> Engages positively and persuasively with program stakeholders as appropriate.</li> <li><input type="checkbox"/> Develops rapport with people at all levels inside and outside the organisation to further the goals of the organisation.</li> </ul>
	Integrity / Accountability	<p>Seeks to achieve results which are in the best interest of the organisation</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Uses honesty and appropriate disclosure with customers, employees, and management.</li> <li><input type="checkbox"/> Accepts responsibility and acknowledges problems or mistakes and commits to necessary corrective action.</li> <li><input type="checkbox"/> Taking personal accountability for all aspects of their work and self-managing to improve their own and team performance</li> </ul>
	Results Orientation	<p>Delivers high quality results on time.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Overcomes roadblocks/setbacks to deliver results.</li> <li><input type="checkbox"/> Identifies problems early and takes appropriate action.</li> <li><input type="checkbox"/> Thinks outside of the box to achieve the best results for an internal/external customer.</li> </ul>
	Teamwork and Collaboration	<p>Demonstrates ability to get along with others/is respectful of co-workers and promotes teamwork.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Takes the initiative to make things better and seeks out/accepts new or additional responsibilities readily.</li> <li><input type="checkbox"/> Is open with other team members about his/her concerns</li> <li><input type="checkbox"/> Actively shares information with appropriate people and checks for understanding where required.</li> </ul>
	Customer Focus (internal and external)	<p>Takes personal responsibility for ensuring any issues raised by customers are responded to promptly;</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Accepts responsibility for mistakes, apologizes and makes suitable and timely amends.</li> <li><input type="checkbox"/> Treats all clients with respect and cultural awareness</li> </ul>
	Self Confidence and Assertiveness	<p>Displays confidence in interacting with people at all levels of responsibility, and in all parts of the organization.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Deals constructively with failures and mistakes and addresses conflict directly to resolve issues in a timely fashion.</li> </ul>
	Building individual capacity	<ul style="list-style-type: none"> <li><input type="checkbox"/> Seeks to continue developing new skills to adapt to a changing environment and for personal/professional growth</li> </ul>

	Supports the Organizations Enabling Theme, Outputs and Outcomes	<input type="checkbox"/> Inspires dedication to the organization's shared outputs and values through his/her own visible actions. <input type="checkbox"/> Shows enthusiasm for organizational initiatives, policies and procedures and helps others accept any changes and remain effective. <input type="checkbox"/> Embraces and adapts to changing work environment
	Judgment	<input type="checkbox"/> Approaches a task/problem in a sensible way; gives sound advice and seek assistance if necessary. <input type="checkbox"/> Addresses issues early before they escalate and gets them resolved efficiently with minimum fuss
	Promotion of equity and equality	<input type="checkbox"/> Actively promotes equity (relating to distribution) and equality (relating to non-discrimination) in relation to gender, culture, disability and other differences. <input type="checkbox"/> Demonstrates an interest in, and seeks opportunities to learn about others, e.g. Pacific island cultures.
	Management/Supervision	<input type="checkbox"/> Manages resources effectively and efficiently, ensures effective and improved staff performance
	Leadership	<input type="checkbox"/> Develops and communicates vision and translates these into clear objectives. <input type="checkbox"/> Builds and sustains a motivated team <input type="checkbox"/> Leads by example <input type="checkbox"/> Inspires a shared commitment <input type="checkbox"/> Articulates a clear vision for the future <input type="checkbox"/> Considers the 'big picture' and longer term imperatives <input type="checkbox"/> Empowers others to take responsibility through a deep sense of commitment and ownership