

<b>Ministry:</b>	<b>Trade and Economic Development</b>
<b>Division:</b>	<b>Business Support</b>
<b>Location:</b>	<b>Tongatapu</b>
<b>Job Title:</b>	<b>Assistant Business Development Officer (Assistant Marketing Officer)</b>
<b>Position Number:</b>	
<b>Reports to:</b>	<b>Head of Division</b>
<b>Band:</b>	<b>M</b>
<b>Salary:</b>	<b>(\$17,171 - \$25,757)</b>
<b>Job Purpose</b>	<p><b>Ministry Profile Statement:</b> The Ministry of Trade and Economic Development is the leader in enabling private sector growth and development through commitment to strengthen partnership with all stakeholders to effectively and efficiently deliver our services to fostering a conducive business environment, nurturing entrepreneurship, and strengthening global partnership for the sustainable development of our nation.</p> <p><b>Job Purpose:</b> Responsible in assisting in the Ministry and execution of marketing research and studies. Supporting the development of monitoring of local and global trade exhibitions and trade shows. Conducting research to identify trends and potential target markets.</p>
<b>Accountabilities / Outcomes</b>	<ul style="list-style-type: none"> <li>▪ Assist in designing and conducting marketing research to support trade and investment initiatives.</li> <li>▪ Collect, analyze, and present data on consumer behavior, trade flows, and potential market opportunities.</li> <li>▪ Maintain updated knowledge of local and global market trends affecting Tonga's exports and investment prospects.</li> <li>▪ Support the organization, monitoring, and evaluation of Tonga's participation in <b>local and overseas trade exhibitions and shows</b>.</li> <li>▪ Assist with logistics, promotional materials, and reporting for Ministry-led exhibitions.</li> <li>▪ Collect and analyze feedback from participating businesses to improve future events.</li> <li>▪ Contribute to the development of marketing materials, brochures, and promotional campaigns that promote Tonga's goods, services, and investment opportunities.</li> <li>▪ Assist in managing digital and social media platforms to showcase trade and investment activities.</li> <li>▪ Support branding initiatives that strengthen Tonga's international trade profile.</li> <li>▪ Support collaboration with private sector, development partners, and government agencies on trade promotion initiatives.</li> <li>▪ Provide administrative and technical assistance to business delegations and investors.</li> <li>▪ Assist with preparing presentations, briefs, and reports for stakeholders.</li> <li>▪ Supervise the follow up visits and inspections to key stakeholders on various export promotion support programs</li> <li>▪ Preparation of survey materials and research documents when required Conduct market research and surveys when required</li> <li>▪ Regular follow up, visit and monitoring of the implementation of the Unit's support program</li> <li>▪ Review private sector submissions and proposals for the Unit's</li> </ul>



	<ul style="list-style-type: none"> <li>▪ Monitor and evaluate the effectiveness of Tonga's participation in <b>local and international trade shows and exhibitions</b>.</li> <li>▪ Conduct preliminary analysis of trade information gathered from research, surveys, conferences, and other sources.</li> <li>▪ Collate and analyze feedback and comments from consultations, meetings, conferences, and workshops.</li> <li>▪ Prepare meeting papers and ensure timely circulation to relevant Committees when required.</li> <li>▪ Responsible for organizing and coordinating all <b>logistical arrangements</b> for trade-related activities.</li> </ul>
<b>Person Specification</b>	
<b>Skills and Abilities</b>	<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• Strong <b>research, analytical, and problem-solving skills</b> to support trade and marketing initiatives.</li> <li>• Ability to design and conduct <b>market research, surveys, and preliminary trade analysis</b>.</li> <li>• Skills in preparing <b>clear reports, briefs, and presentations</b> to inform management decisions and support policy development.</li> <li>• Demonstrated ability to assist in the <b>organization and monitoring of trade exhibitions, conferences, and promotional events</b>.</li> <li>• Competence in <b>data collection, collation, and analysis</b> from consultations, meetings, and workshops.</li> <li>• Ability to establish and maintain <b>effective working relationships</b> with internal stakeholders, private sector representatives, and development partners.</li> <li>• Strong communication skills in <b>Tongan and English</b>, with the ability to explain marketing and trade concepts to diverse audiences.</li> <li>• Ability to <b>multitask under pressure</b>, work collaboratively in a team environment, and meet deadlines.</li> <li>• High degree of <b>professional integrity, accountability, and impartiality</b>, especially when handling sensitive trade and business information.</li> <li>• Proficiency in Microsoft Office applications and familiarity with <b>digital/social media tools</b> for marketing.</li> <li>• Willingness to perform other duties as directed by the Head of Division, Deputy CEO, or CEO.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of Tonga's <b>trade and investment policies, strategies, and regulatory frameworks</b>.</li> <li>• Familiarity with the <b>Pacific regional trade context</b> and international market trends.</li> <li>• Experience in event coordination, marketing campaigns, or business development activities.</li> <li>• Understanding of the role of trade promotion and exhibitions in supporting private sector growth.</li> </ul>
<b>Qualifications and Experience</b>	<p><b>Mandatory:</b></p> <p>Relevant Diploma Level 5/6 TNQAB framework + up to 3 years' relevant work experience</p>



	<p><del>-Relevant certificate level 4/trade/technical qualification + 3 years' relevant work experience</del></p> <p>-Current TPS employee with 5 years' experience in a <b>similar role</b> (meeting other core competency and experience requirements specified in the job description + PMS scores of 3 or above for the past 2 consecutive years)</p>
<b>Authorised by (sign and date)</b>	
<b>Supervisor</b>	<p>Name: Sione Lautaha</p> <p>Signature &amp; Date:</p>
<b>Deputy Secretary / HOD</b>	<p>Name: Pauline Siasau</p> <p>Signature &amp; Date: <i>Pauline Siasau</i> 28/08/25</p>
<b>CEO</b>	<p>Name: Distaquaine Tu'ihalamaka</p> <p>Signature &amp; Date: <i>Distaquaine Tu'ihalamaka</i> 26/08/25</p>
<b>Employee</b>	<p>Name:</p> <p>Signature &amp; Date:</p>

