

<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>Senior Assistant Secretary</b>
<b>Position Number:</b>	
<b>Reports to:</b>	<b>Head of Division</b>
<b>Band:</b>	<b>J</b>
<b>Salary:</b>	<b>\$30,526 - \$45,788</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> Export Promotion/Marketing Unit is an established Unit under Investment &amp; Export Promotion/Marketing Division, with responsibility to develop and implement strategies to increase market access opportunities and targeted support to facilitate export of potential commodities from Tonga to the international market.</p> <p>The purpose of this job is to provide assistance to exporters in providing targeted market access support to key stakeholders, identifying market opportunities for export of key products from Tonga, undertake cost and benefit analysis of potential products, research and development activities for new commodities for export and facilitate export of potential products from Tonga to international market. The post holder shall be responsible for reviewing of private sector proposals for Government assistance, conduct market research and surveys and analysis of trade statistics and information to assist export promotion and marketing activities.</p>
<b>Accountabilities / Outcomes</b>	<p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• Development of the Export Promotion/Marketing Unit's FYMP, Monthly work plan and Quarterly Action Plan</li> </ul> <p><b>Organizing</b></p> <ul style="list-style-type: none"> <li>• Coordinate logistics for meetings, consultations, conference with key stakeholders</li> <li>• Organize trainings and briefings on market research and surveys</li> <li>• Coordinate the organize export assessment surveys, market research and trade information surveys</li> <li>• Coordinate trade and export marketing mission from abroad</li> <li>• Responsible for organizing and managing the Unit's Resource Centre</li> </ul> <p><b>Leading</b></p> <ul style="list-style-type: none"> <li>• Conduct Unit staff meetings on priority issues when required</li> <li>• Lead the implementation of the Export promotion &amp; marketing activities</li> </ul>

- Conduct consultations/meetings with relevant stakeholders on export promotion & marketing issues
- Supervise the collating of stakeholders' feedbacks on key investment policies and issues and formulate draft responses and reports for HOD's finalization.
- Coordinate and conduct research and analysis on foreign investment issues and provide recommendations on measures to address the issues
- Coordinate and conduct public awareness and outreach program of the Unit

#### **Controlling**

- Monitor the performance progress of the Export Promotion/ Marketing Unit against endorsed Quarterly Action Plans
- Ensure export promotion & marketing plans are developed and completed for HOD endorsement
- Ensure survey/research plans (including questionnaire) are developed for endorsement of the HOD
- Check and endorse results of surveys and market research conducted as submitted by Trade Officer
- Monitoring and evaluation of the implementation of the Export Promotion and Marketing Unit workplan and key projects
- Monitor information collected from stakeholders on exporter needs assessment and export promotion/marketing related statistics on a timely basis.
- Develop and submit weekly and monthly progress report on the Investment Promotion & Facilitation Unit's performance to the HOD.

#### **Technical**

- Prepare briefs, policy paper, reports, presentation and technical advice on export promotion and marketing related issues.
- Undertake facts finding research, market research and market information surveys
- Interpret surveys, market research results and trade information and draft trade information reports for policy formulation and stakeholder's information
- Review and assess private sector proposals for Government assistance related to export promotion and marketing projects
- Carry out analytical work on export promotion and marketing issues; and propose improved strategies and measures to address the issues
- Undertake R & D activities on new potential value-added products for export to niche market in Europe, Asia and region
- Undertake cost & benefit analysis of new potential export ready commodities

	<ul style="list-style-type: none"> <li>• Propose and negotiate new market opportunities for new export commodities</li> <li>• Provide regular communications with external stakeholders overseas</li> <li>• Conduct awareness and outreach program to communities and/or grassroots level on emerging issues related to export promotion and marketing</li> <li>• Conduct meetings and consultations with relevant stakeholders on all investment missions to/from Tonga</li> </ul> <p><b>Other Duties</b></p> <ul style="list-style-type: none"> <li>• Maintain good work relations with relevant stakeholders at all times.</li> <li>• (ii) 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.</li> </ul>
<b>Person Specification</b>	
<b>Skills and Abilities</b>	<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• Good research and analysis skills.</li> <li>• Good Analytical skills</li> <li>• Good negotiating skills</li> <li>• Good communication skills</li> <li>• Computer literate and well versed with Microsoft and Excel software programs.</li> <li>• High interpersonal skills.</li> <li>• Very good organization skills.</li> <li>• Fluent in both oral and written Tonga and English.</li> <li>• Confident speaker in groups.</li> <li>• Good presentation skills.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Professional approach to work.</li> <li>• Self-motivate and ability to work independently and as part of a team.</li> <li>• Reliable and hardworking.</li> <li>• Task/Output oriented.</li> </ul>
<b>Qualifications and Experience</b>	<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• Master's Degree with no working experience</li> <li>• Post Graduate Diploma with at least 1-year experience in a similar role or at least 3 years relevant working experience</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Bachelor's degree with at least 3 years' experience in a similar role or at least 4 years relevant working experience</li></ul> |
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**Qualifications acceptable for this role must be in Commerce, Economics, Human Resource Management, Social and Economic Development, Public Policy, Law, Finance, Investment, Labour, Marketing, Business, Information Technology, or Arts from a recognised educational institution.**