

POSITION DESCRIPTION

SENIOR ADVISOR – TRADE AND BUSINESS INTELLIGENCE

REPORTING TO: MANAGER – COMPETITIVENESS & EXPORT PROMOTION

LOCATION: HEAD OFFICE - BARBADOS

SUMMARY OF RESPONSIBILITIES

Reporting to the Manager – Competitiveness and Export Promotion (CEP), the **Senior Advisor- Trade and Business Intelligence** will help to oversee the work of the Competitiveness and Export Promotion department with an emphasis on trade and market intelligence as a critical element in the facilitation of the regional private sector to achieve market penetration in partner countries and enhance regional economic development. He/She will work to provide technical support and leadership to the Advisors in identifying the specific areas of research and market intelligence required to pursue focused export development and execute the same. The position is responsible for developing processes and market intelligence capability within the Agency and focusing on strategic market analysis. He/She will also be required to liaise with all departments within Caribbean Export as well as with external stakeholders, and to represent the Agency from time to time in forums (regional and international).

KEY RESPONSIBILITIES

- Assists the Manager – CEP with policy development, strategic planning, coordination and administrative support for the Agency's overall trade and business intelligence activities directed at national, regional and international markets;
- Supports the development, design and facilitation of trade and business development missions;
- Serves as the Agency's focal point of contact for export/trade development and trade policy issues;
- Provides leadership and direction for developing and delivering effective trade and business intelligence tools and support to the regional private sector including for trade information and competitive intelligence needs; and for developing and disseminating market research outputs, products and services;
- Leads and guides the development of market intelligence tools and their dissemination to the Agency's clients;

- Facilitates private sector awareness of trade and market issues through educational activities such as workshops, seminars and targeted missions;
- Performs research, analysis and formulation of data from the entire competitive environment for export markets which include but are not limited to the following:
 - Market and customer orientation – promoting external focus;
 - Identification of new market trends and opportunities critical for the Region – e.g. niche markets;
 - Early warning of changes in the primary export markets – enables counter measures;
 - Minimizing investment risks – early detection of threats and trends;
 - Better market selection and positioning – understands and discovers untapped or under-served market potential;
 - Quicker, more efficient and cost-effective access to information.

Any other duties as required by the Agency, including project related activities.

CORE COMPETENCIES: Knowledge

- In depth knowledge of the various relevant regional trade agreements especially the CARIFORUM-EU EPA in particular as it relates to export development opportunities and challenges;
- Expert knowledge of various market analysis tools;
- Sound knowledge and understanding of CARIFORUM countries and their export development policies and programs;
- Sound knowledge and understanding of private sector developmental needs and constraints in the Region;
- Sound knowledge and a strong understanding of Regional and International Trade & Export policies, relevant regional trade agreements, programs, funding mechanisms, legal documents and events;
- Knowledge of the economic and social development issues in the Caribbean region;
- A sound understanding of CSME and other relevant trading blocs;
- Strong network and knowledge of various donor agencies that offer funding opportunities;
- Knowledge of and ability to provide guidance and leadership on export strategy development and or planning, or alternatively to develop and work with strategic plans at the enterprise, sector and country levels;
- Knowledge and practice of International/Local Protocols and Business Etiquette for governments, business and social interactions, meetings or events;

- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessments, meeting quality standards for services and evaluation of customer satisfaction.

CORE COMPETENCIES: Skills

- Excellent administrative skills;
- Excellent oral and written communication skills;
- Excellent organizational and planning skills;
- Good team work and leadership skills;
- Strong research and monitoring skills;
- Excellent analytical skills and ability to communicate findings very clearly in writing;
- Good problem-solving skills with a solution and proactive orientation;
- Excellent report writing and presentation skills;
- Good negotiation and mediation skills.

CORE COMPETENCIES: Abilities

- Strong ability to critically analyse trade data and intelligence;
- Ability to plan effectively and to manage a multi-cultural team across different functional areas and specializations;
- Ability to multi-task, prioritize and manage time effectively to meet several deadlines;
- Ability to work under pressure with competing demands while delivering high-quality results;
- Good judgment and decision-making ability;
- Utilises initiative and is adaptable;
- Demonstrates confidentiality and discretion with sensitive information;
- Pays attention to detail and accuracy;
- Ability to work effectively in a dynamic environment.

EDUCATION/ EXPERIENCE/ CREDENTIALS

- A postgraduate degree in either International Marketing, International Trade, Economics, Statistics or Business Administration;
- A minimum of seven (7) years' experience in market analysis and intelligence gathering at a senior level;
- A minimum of five (5) years developing mechanisms to support export penetration;

- A minimum of five (5) years' proven experience functioning at the regional or international level in any of the above fields;
- Must have worked in an advisory capacity to exporters and potential exporters of all sizes;
- Advanced proficiency in the use of Microsoft Office (Word, Excel, Project and Power Point);
- Fluent in English. Ability to communicate in Spanish, French, or Dutch, desirable;
- Experience in developing strategic plans for companies involved in exporting;
- Experience in delivering market intelligence training;
- Experience working with trade promotion organisations would be an asset;
- This position is only open to CARIFORUM nationals.

TRAVEL DEMANDS

- Some travel will be required to undertake the duties of the post effectively.