

# Position Description for Trade Promotion Coordinator

## BASIC FUNCTION OF POSITION:

As one of two identical Trade Promotion Assistants, the incumbent is responsible for all activities needed to carry out AIT Commercial Section's cross-industry export promotion programs, including trade events, trade missions, and internet-based trade promotion (both local and worldwide CS websites), as well as direct responsibility for an industry sector. Shares backup duty with one other Trade Promotion Assistant for post's Computer Management Assistant.

## MAJOR DUTIES AND RESPONSIBILITIES

**% OF TIME**

**40%**

Serves as the primary assistant to a team of a Commercial Officer and Commercial Specialists on all team-organized, cross-sector trade promotion activities including Single Company Promotions, Gold Key Matchmaking Services, U.S. Pavilions at local trade shows, and recruiting foreign buyer delegations to attend International Buyer Program trade shows, as well as recruiting for SelectUSA initiative participation.

Acts as a key in-house trade promotion event management resource for management and staging of trade events and catalog shows including:

- (a) producing social media content, as well as dual-use announcement and marketing materials for virtual and material distribution
- (b) processing event participants' submission of materials required by CS Taipei such as participation agreements, payment, company information, logos, or applications for use of seminar in compliance with event organizer's regulations concerning exhibit construction, electricity use, or the objectives and product/service descriptions of visiting U.S. companies;
- (c) staffing CS Taipei's booth at local trade shows promoting U.S. firms and CS Taipei's trade promotion programs and services to Taiwan buyers and importers;
- (d) following up inquiries/trade leads made by Taiwan firms at these trade promotion events;
- (e) providing logistical support to designated team before, during and after all trade promotion events, including liaison with event-related vendors and contractors, sending invitations to Taiwan firms, taking registrations and answering questions from event attendees, preparing venue seating, decoration and audio/visual equipment, welcoming guests, and taking photographs of the event.

**20%**

Responsible for daily management of electronic client databases, such as Salesforce, as well as other Commerce/State Department platforms. Promotes products posted to the CS Taipei website and trade events by using current databases to create targeted lists for campaigns to promote CS Taipei's trade promotion events and opportunities. Coordinates with Commercial Specialists to refer requests for industry-sector specific marketing services (Gold Key Service, International Partner Search, Market Research products).

**30%**

Actively engages with U.S. exporters and Taiwan buyers in an assigned industry sector. This includes generating market insights and research, facilitating fee-based commercial services such as Gold Key Matching Services and Single Company Promotions, investigating problems and advocating on behalf of U.S. business interests in that sector, attracting investment under the aegis of SelectUSA in that sector, and incorporating social media digital resources to assist commercial clients.

**10%**

Serves as one of the LE Staff backups for the Computer Management Assistant (webmaster). When the CMA is unavailable, this entails a critical component in the development and communication of high-quality

## **QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE:**

### **Education:**

Bachelor's degree in management, business, marketing, economics, foreign relations (language, area or social studies) or administration is required.

### **Prior Work Experience:**

Minimum two years of experience in marketing or product promotion, in either a primary or supporting role.

### **Post Entry Training:**

Training on the Commercial Service's Salesforce, e-Menu, ITA Central, and Arriba.

### **Language Proficiency:**

Level IV (Fluent) English and Level IV (Fluent) Standard Chinese are required. Must have strong English writing and conversation skills.

### **Job Knowledge:**

Knowledge of Taiwan industry structure, local market trends and importer practices; specific familiarity with marketing/promotion techniques; for translation, knowledge of industry experts who can assist with accurate translation of highly technical or specialized terminology into Chinese.

### **Skills and Abilities:**

Competent in the use of standard desktop application software such as Microsoft Word, Front Page and Excel, Publisher or their equivalents, as well as competence with applications specifically required to carry out COMM promotion efforts, such as database software, image scanning and manipulation and social media applications. Ability to conceptualize, design and implement attractive website content.

## **POSITION ELEMENTS:**

### **Supervision Received:**

The Team Leader/Commercial Officer will supervise this employee.

### **Supervision Exercised:**

Supervise temporary hires and interns to assist with building contact databases or assisting with trade events. Provide direct supervision and training in use of specific applications related to web-based promotions to Commercial Officers, Specialists and Assistants.

### **Available Guidelines:**

Team Leader and Commercial Officer's instructions.

### **Exercise of Judgment:**

Gauge responses of local agents/importers to trade opportunities, and adjust emphasis and technique where needed. Pre-screen buyers before adding information to databases for completeness, appropriateness for various trade events, and suitability for inclusion in promotion efforts. Screen responses from CS Taiwan website inquiries.

**Authority to Make Commitments:**

N/A

**Nature, Level, and Purpose of Contacts:**

Owners and managers of U.S. companies promoting products or participating in events in Taiwan; U.S. colleagues in Export Assistance Centers; Taiwan importers, buyers and potential joint venture partners; guests at trade events including receptions and seminars; and representatives of U.S. states with offices in Taiwan. Communication is face-to-face or long distance via e-mail, fax, telephone, and social media. Communicates with support staff of executives up to the level of General Manager or President with vendors such as hotels or trade event organizers and printers (depending on the size of the company).

**Time Expected to Reach Full Performance Level:**

12 months