

Position Description for Commercial Assistant

BASIC FUNCTION OF POSITION

A professional analyst and advisor to the Principal Commercial Officer in Kaohsiung in planning, organizing and administering programs to facilitate the marketing of U.S. goods and services. Assists U.S. firms by developing marketing strategies, researching and writing market reports, planning and executing trade events, identifying business opportunities, counseling U.S. exporters and facilitating matchmaking programs. Maintains professional expertise in assigned sectors. Mentors and shares supervision of Commercial Assistant. Duties may require occasional business travel and evening receptions.

MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

Trade Events

25%

The incumbent proposes trade events (trade missions, exhibitions, seminars, video conferences, etc.) within the assigned sectors of responsibility, and works to implement them as the leader of a team that includes promotion, recruitment, and administrative staff (team may include Department of Commerce HQ staff, as well as trade associations and/or trade fair authorities). Specific responsibilities include such things as organizing logistics and event/meeting schedules, preparing promotional materials, drafting market research and briefing materials, preparing and monitoring budgets, supervising contractors, managing promotion, on-site activities recruitment, and preparing end-of-show reports. He/she follows up with clients for all events, products, and services in assigned sectors to identify and report export success stories in a timely manner.

Business Matchmaking and other CS Products and Services

25%

The incumbent is responsible for the identification of distributors, representatives, or joint venture candidates under the Gold Key Service (GKS), International Partner Search (IPS) and other core CS services, and prepares company background checks (ICP), as requested. He/she also investigates and makes recommendations for the resolution of complex and sensitive trade complaints and advocacy cases presented by U.S. firms, some of which involve large sums of money.

Counseling

20%

The incumbent advises U.S. firms, Principal Commercial Officer, and other U.S. government personnel regarding relevant trade and commercial issues, as well as effective strategies for market entry and participation in major projects. He/she responds to a wide range of trade inquiries from U.S. firms seeking to export, as well as requests from local firms and/or government institutions interested in buying U.S. products and services. He/she prepares talking points and speeches in both English and Chinese, and gives presentations on CS programs and bilateral commercial relations to business audiences in both the United States and Taiwan.

Trade Contacts and Market Development

20%

The incumbent serves as the principal advisor to the Principal Commercial Officer and other

American officers in the sectors of assigned responsibility. In this capacity, he/she develops and maintains a wide range of contacts vital to U.S. commercial interests, including senior level Taiwan authorities in southern Taiwan, executive level business leaders, and trade associations within the assigned industry sectors. He/she leverages these contacts to: find solutions to problematic trade issues, resolve trade complaints, identify trade opportunities and potential partners for U.S. firms. He/she makes recommendations to promote U.S. exports in Taiwan's complex, rapidly changing and highly competitive political and economic environment, and to promote investment into the United States through the SelectUSA initiative led by the Commerce Department. The position leverages social media as a vital tool to help U.S. businesses and industry groups achieve their objectives in the southern Taiwan market.

Market Research

10%

The incumbent stays up-to-date in regulatory matters affecting assigned sectors as well as general trade issues, particularly issues affecting business opportunities in southern Taiwan. These may include laws, regulations, standards, procedures, and other legal matters affecting the importation of U.S. goods and services. The incumbent prepares market studies in assigned sectors, analyzes statistics on bank and key market information to forecast trends, and identifies opportunities in their targeted sectors. Sources of information include: Taiwan authorities, official reports, industry and trade associations, trade directories and web sites. When formal statistical information does not exist, incumbent must use their own good judgment and analytical ability to estimate data. The incumbent is responsible for both standard and customized market research reports.

QUALIFICATIONS REQUIRED

Education: Bachelor's degree in economics, marketing, business administration, public administration, foreign affairs (including language or area studies), or international trade is required.

Prior Work Experience: The position is required at least four years of progressively responsible experience in southern Taiwan in business, government or NGOs in the field of marketing, trade promotion, economics or international trade.

Post Entry Training: The incumbent must successfully complete relevant training courses provided by the U.S. Department of Commerce.

Language Proficiency: Level IV (Fluent) English and Level IV (Fluent) Mandarin are essential. Must demonstrate strong English writing skills.

Job Knowledge: Thorough, current knowledge of the economy and trading practices of southern Taiwan and the industries clustered there; comprehensive understanding of foreign trade policy and issues affecting Taiwan's bilateral trade relations with the United States; understanding of USG trade policies and export promotion programs; working knowledge of international trade (terms and procedures).

Skills and Abilities: Ability to develop and maintain an extensive range of appropriate high and senior-level contacts with the Taiwan authorities and private sector. Ability to plan, organize, and execute complex commercial research projects and to prepare precise and accurate factual and analytical reports. Ability to render advice with detachment and objectivity, employing sound professional

judgment. When appropriate, ability to provide training and supervision to subordinate employees. Ability to type in Chinese and in English.

POSITION ELEMENTS

Supervision Received: The incumbent will work under the general supervision of the Principal Commercial Officer in Kaohsiung. The incumbent must work with a high degree of independence and have the ability to routinely represent the Commercial Service on substantive field visits, and in mission critical meetings, without the immediate support of American Officers. Position is rated by the Principal Commercial Officer and reviewed by the AIT/K Branch Chief.

Supervision Exercised: May supervise contract personnel on specific projects, e.g. trade shows, market research.

Available Guidelines: US&FCS Operations Manual.

Exercise of Judgment: Exercises substantial judgment, deciding on tactics to use and specific means to approach Taiwan authorities, trade organizations, and industry chambers, in order to solve problems at hand and/or obtain necessary information to complete a given assignment.

Authority to Make Commitments: Has authority to make limited commitments to U.S. and Taiwan companies on program matters.

Nature, Level, and Purpose of Contacts: Maintains extensive range of mid- to senior-level contacts with firms in southern Taiwan and U.S. trade and industry associations, individual firms and government authorities.

Time Expected to Reach Full Performance Level: One year