

POSITION: AGRICULTURAL MARKETING SPECIALIST

BASIC FUNCTION OF POSITION

The incumbent is the principal advisor to the Agricultural Counselor and Agricultural Attaché for all agricultural marketing activities, initiatives and trends in Burma. The incumbent independently conceptualizes, develops and implements marketing and promotion strategies for all US food and agricultural products in Burma.

MAJOR DUTIES AND RESPONSIBILITIES

Marketing activity/promotion development, organization and implementation: Incumbent has lead responsibility for designing, organizing, implementing, monitoring and evaluating an entire spectrum of market promotion and development activities such as tabletop shows, Burma buying delegations to the United States, US selling missions to Burma, supermarket promotions of US food products and promotions with leading restaurants. He/she works with US and state trade associations to help them integrate their marketing plans with that of FAS. Drawing upon knowledge of and experience with trends in Burma's retail, food processing and hotel and restaurant sectors, recommends changes in FAS' and trade partners' marketing emphasis, as appropriate. **(30 percent of responsibilities.)**

Advising US and Burma business representatives: Independently assists US and Burmese agribusiness representatives in developing effective and targeted marketing strategies for their products in Burma. Draws upon marketing skills, abilities and official and private sector trade contacts to understand and explain US and Burma's laws and regulations affecting US agricultural exports. Conducts outreach to Burma's export community on US legislation affecting their products. **(30 percent of responsibilities.)**

Conducting market research and preparing reports: Conducts research, analyzes and reports on Burma's trade trends, pertinent legislation and regulations, market opportunities, transportation and distribution options and national and third country competition. Coordinates publication of FAS' marketing reports, marketing presentations, documents and publications, as required by the Agricultural Counselor and Agricultural Attaché. **(20 percent of responsibilities.)**

Trade Aide Management: Incumbent is responsible for individual and team training of trade aides contracted to assist in the Office of Agricultural Affairs' numerous marketing activities, as well as market research consultants who are contracted to prepare market sector reports. **(20 percent of responsibilities.)**