

POSITION: COMMERCIAL ASSISTANT

BASIC FUNCTION OF POSITION

Serves as a Commercial Assistant for the Foreign Commercial Service Office in Yangon. Performs market research, develops contacts to assist in promoting U.S. trade objectives in assigned industry sectors. Conducts market analysis; prepares market research reports and identifies trade leads. Uses their knowledge and expertise in the host country economy, its business practices and customs, trade laws, regulations, and policies to the benefit of U.S. companies through; selection, recommendations and delivery of Commercial Service products and services. Plans, implements, and organizes commercial service programs to facilitate the marketing and export of U.S. goods and services. Organizes and manage a wide variety of Commercial Service trade promotion and business facilitation services, including the Gold Key Service (GKS), International Partner Search (IPS), International Buyer Program (IBP) delegations, trade missions, conferences and seminars. Provides business counseling to local and U.S. business representatives. Responds to trade complaints by researching the circumstances, analyzing the facts, and making recommendations for solutions. Provides advocacy support for U.S. firms in major projects. Provides vital administrative support for commercial operations.

MAJOR DUTIES AND RESPONSIBILITIES

1. Market Analysis...10%

Provides analysis of market and industry conditions in assigned industry sectors. Prepares alert reporting on trade or investment opportunities. Prepares market research studies by obtaining preliminary analysis of statistical data derived from published and unpublished sources and by interviewing manufacturers, distributors and related sources to obtain required basic information.

2. Trade Promotion... 20%

Manages and implements trade promotion programs and events including trade missions, trade exhibitions, seminars, workshops, U.S. pavilions, catalog shows and International Buyer Program delegations to the United States.

Analyzes clients' needs and determines fee for services for clients requesting non-standard CS services or products. Plans the program, coordinates event and meeting schedule along with welcome receptions and/or breakfast briefing for the new to market participants. Prepares a recruitment plan, identifies firms in the recruitment universe and establishes target number of potential exhibitors and booths. Contacts and stimulates the interest of local firms, agents, and trade associations in attending exhibits, and/or by preparing booklets which provide information regarding participating U.S. firms, their product lines, and similar information. Drafts promotional correspondence, source vendors, and make available briefing and promotional materials. Prepare and conducts bi-lingual briefings for business groups and associations on upcoming events. Design, manage exhibition booth, and schedule staffing to man the booth. Supervise contractors, negotiate with vendors. Manage hotels and transportations arrangement. Assist exhibitors in the preparation of customs clearanc documentation for exhibited materials and supervise the re-shipment of products to the U.S. (in coordination with GSO). Prepare end-of-show reports. Follows up with clients to identify and report success stories in a continuous and timely manner. Tracks client satisfaction and reports results for future process and service improvement.

3. Business Matchmaking and FCS Products and Services... 30%

Uses the knowledge and expertise in host country economy, its business practices and customs, trade laws, regulations, and policies to facilitate the marketing and export of U.S. goods and services. Plan, implement, and manage a wide variety of core CS products and business facilitation services, namely Gold Key Service (GKS), International Partner Search (IPS) matchmaking programs, International Buyer Program (IBP) delegations, International Company Profile (ICP) and Flexible Market Research. Identify distributors, representatives, or joint venture candidates for the Gold Key Service (GKS), Platinum Key Service (PKS) and International Partner Search (IPS) matchmaking programs. Conducts initial market research on relevant economic indicators. Qualify potential partners, schedule

appointments, and accompany clients to the meetings. Recruit participants to International Buyer Programs trade shows in the U.S. Conduct research and assemble information for International Company Profile (ICP) and Flexible Market Research. Coordinates with Commercial Specialists to provide U.S. based Showtime Events.

4. Business Counseling and Outreach... 20%

Responds to inquiries and requests from local and U.S. business and government regarding issues of trade policy, regulations and market conditions and opportunities in the incumbent assigned industry sectors. Such inquiries can be highly complex and sensitive in nature, and require exercise of sound judgment. Provides advice to visiting U.S. business representatives on Myanmar market conditions, regulations and laws. Arranges schedules for visiting business and government representatives, accompanying U.S. officers and U.S. firms to high-level meetings. Responds to trade complaints by researching the circumstances, analyzing the facts, and making recommendations for solution. Advises U.S. officers on advocacy support for U.S. firms involved in major projects in Myanmar. Support VIP visits and other USG offices and agencies.

5. Provide Vital Administrative Support for Commercial Operations...20%

Marketing, Database Management, and CS Reporting:

Manage Commercial Service Yangon website and social media activities. Maintains reference materials, including electronic and Internet resources for all industry sectors. Provides assistance to CS Yangon offices regarding their commercial reference material needs. Develop and maintain a wide range of contacts vital to U.S. commercial interests, including private sectors, mid and senior level government officials and executives, industry associations, chamber of commerce, etc.

Maintains the E-Menu listings of CS Yangon's trade promotion services and events. Creates Participation Agreements and facilitate its closing. Maintains contact lists and upkeep CS Yangon's Client tracking System (CTS) database for future retrieval and support of trade promotion programs and events. Record counseling session in the incumbent assigned industry sector. Prepare end of show report. Harvest and report success stories. Prepare CS highlight. Disseminates Commercial News USA.

Carries out export control functions. Manages the BIS/Pre-License Check reports for all industry sectors for CS Yangon and coordinates factory visits for U.S. officers. Serves as back up for commercial specialists while they are out of office.

Manage CS Yangon's office traffic:

Provides first-line response to business inquiries (telephonic, fax, letter, E-mail) and directs them as appropriate to other staff for further response as applicable. Sorts mails and manage incoming/outgoing couriered packages. Escorts visitors.

Procurement and ICASS

Manages procurement for CS Yangon including but not limited to procurement for trade missions, hospitality and representation events as well as issuance of purchase order for all purchase for CS Yangon, for example to source, negotiate, and issue purchase order for hotels/exhibition boots, equipment rental, interpreters, transportations, and outsource of the making of CS logo souvenirs such as T-shirt, laser pointers, etc.

Reviews and analyzes CS Yangon ICASS initial and mid-year invoices and the accuracy of workload counts. Determines increase/decrease in different cost centers. Advise SCO on the propriety of maintaining, modifying, or withdrawing CS Yangon's subscription from a specific cost center.

Administrative and Personnel Support:

Manages travel and logistic arrangement for SCO and incoming USG Visitors and TDYers as accordingly to USG policy and procedure. For outgoing travelers; prepares Diplomatic Note, Visa request, reserves air and ground transportation and ticketing, handling accommodation arrangement, process e2 travel order requests and travel vouchers. Scheduling appointments, makes up travel itinerary/agenda, and submits eCountry Clearance request. For incoming travelers; Approves eCountry Clearance, assists with accommodation and travel arrangement as requested by the visitors, and pre-clear them on security for Embassy access.

Supports scheduling appointment and make up agenda for USG senior/VIP visitors; coordinates their participations to the meetings/events, and handling logistic arrangement.

Handlings personnel related matters according to USG policy and procedure. Serves as timekeeper for American officers and LEs; close bi-weekly time and attendance, upkeep and maintain T&A reporting, and response to request from staff, main timekeeper at post, and from DC. Coordinate with post HR on all CS Yangon personnel related issues on LEs, WAEs, and Temporary Staff; create and classification of new positions, hiring and recruitment, performance review and within step increase, RECAJE and promotion, resignation, and complete the check-out process for separated employees and contractors. Assists incoming Foreign Service Officers with their check-in process and registration, and outgoing FSO with their check-out. Manage internship program and response to Post's summer seasonal hire program, as applicable.

Orders office supplies and serve as inventory custodian for CS Yangon; manage and upkeep IT equipment, residence's white goods, and vehicles, and applicable. Barcoding of IT equipment and handling inventory report to HQ.

Assist with Front Office related meetings and events and response to various taskers requested by HQ.