

## **POSITION: COMMERCIAL SPECIALIST (JR.)**

### **BASIC FUNCTION OF POSITION**

Serves as professional analyst and advisor to the Senior Commercial Officer in planning, organizing and administering Commercial Service programs to facilitate the marketing and export of U.S. goods and services. In addition to thorough knowledge of the country's economy and its bilateral trade relationships, has expertise in, and responsibility for specific industry and service sectors. Uses the knowledge and expertise to the benefit of U.S. companies through; selection, recommendations and delivery of Commercial Service products and services; organization of trade events; counseling to U.S. and Myanmar companies on business promotion and advocacy; and preparation of research and analysis on market development and trends. Will work closely with American companies looking to enter the Myanmar market and with Myanmar companies looking to partner with American firms.

### **MAJOR DUTIES AND RESPONSIBILITIES**

#### **1. Business Matchmaking and other FCS Products and Services...25%**

The incumbent is responsible for the identification of distributors, representatives, or joint venture candidates under the Gold Key Service (GKS) and International Partner Search (IPS), 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 amounts of money. Performs pre-license and/or post-shipment investigations for the U.S. Department of Commerce Bureau of Industry and Security (BIS).

#### **2. Trade Events...20%**

The incumbent proposes trade events (trade missions, exhibitions, seminars, videoconferences, etc.) within the assigned sectors of responsibility and, as events are approved, 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 and 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 success stories in a continuous and timely manner. He/she also tracks client satisfaction and uses results to propose and implement improvements for future events, products, services, and procedures. In trade missions led by high-ranking USG officials, the incumbent works closely with the USG official's office to prepare the official agenda and the event scenarios. The incumbent also identifies the most important trade exhibits in the U.S. and organizes groups of host country firms to attend them. Briefs local buyer groups on business practices and advises them in partnering with appropriate U.S. firms. Serves as liaison with Myanmar trade associations, business groups, and government officials for promoting CS Bangkok trade events.

#### **3. Counselling...20%**

The incumbent stays up-to-date in regulatory matters affecting assigned sectors as well as general trade issues. These may include laws, regulations, standards, procedures, and other legal matters affecting the importation of U.S. goods and services. The incumbent advises U.S. firms, CS officers, and other U.S. government personnel regarding these 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 reports trade opportunities and foreign government tenders through proper channels to alert U.S. exporters. He/she prepares talking points and speeches in both English and in Burmese language, and gives presentations on CS programs and bilateral commercial relations to business audiences in both the U.S. and host country.

#### **4. Market Research...15%**

Prepares of market studies in assigned sectors, analyzing statistics and forecasting trends in trade, production and markets, assuring the maximum degree of accuracy, completeness and reliability in the final report. Sources of information include official government contacts and reports, industry and trade association contacts and reports, trade directories, and web sites. When formal statistical information does not exist, incumbent must use contacts in industry and government and own good judgment and analytical ability to estimate data. The incumbent writes analytical reports indicating how the host country's complex laws, policies, and business practices affect U.S. trade and investment. Market studies produced include Industry Sector Analysis (ISA), International Market Insight (IMI), Flexible Market Research (FMR) and sections of the Country Commercial Guide (CCG). Occasionally such reports are performed by outside contractors, in which case the incumbent selects and supervises the contractors and reviews the final report for conformity with CS quality standards.

#### **5. Trade Contacts and Market Development... 20%**

The incumbent serves as the principal advisor to the Senior 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 government officials, top business executives within the assigned industry sectors. He/she uses these contacts to identify and suggest solutions to problematic trade issues, resolve trade complaints, identify trade opportunities and potential partners for U.S. firms. He/she makes recommendations to assure maximum promotion of U.S. exports in the light of complex factors in the changing political and economic situation, as well as increasingly tough foreign competition and strong cultural barriers. Works closely with government officials, trade and industry associations and leading private sector companies to eliminate eventual non-tariff barriers that may jeopardize U.S. exports.