

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

### **BASIC FUNCTION OF POSITION**

Position is the senior professional analyst and advisor to the Senior Commercial Officer (SCO) in planning and administering programs to facilitate the marketing of U.S. goods and services, providing a wide range of expert level advice and assistance to U.S. firms, including marketing strategies and long-range planning, preparing market research and reports, organizing trade shows events, and creating opportunities designed to promote U.S. exports. The incumbent will serve as the key Commercial Section contact with senior officials in the Myanmar government to advocate for U.S. commercial policy interests.

Performs the function of leader / manager of Commercial Specialists and Commercial Assistants team and consequently is involved in developing the strategic plan for the office, coordinating major initiatives (e.g., trade missions) that are crosscutting, takes the lead on any trade policy related issues and performs the work of a Commercial Specialist while supervising and providing guidance and support to the other Commercial Specialists in the office. In addition, they will serve as regional team leader or deputy for FCS regional programs. .

### **MAJOR DUTIES AND RESPONSIBILITIES**

#### **1. Strategic Planning.... 10%**

The incumbent substantially participates in the formation of the post's strategic plans for trade promotion, market development and commercial reporting. Makes recommendations regarding specific trade promotion targets and projects that will enable maximum promotion of U.S. exports in light of such complex and complicating factors as the host government's trade laws, policies, and practices; local economic conditions; and foreign competition.

#### **2. Supervision...10%**

The incumbent is responsible for supervising and directing a group of Commercial Specialists, Commercial Assistants, and WAEs assigned to his/her team. He/She works as a team leader to successfully direct and supervise his/her team members to reach the post's goals and objectives and assigns them specific projects and tasks to complete. The incumbent is also responsible for rating each of his team members' performance measure and recommend on their step/grade adjustment and promotion. Assesses and recommends training for team members.

#### **3. Business Matchmaking and other CS Products and Services...15%**

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. Makes recommendations to U.S. companies on which Commercial Service products and services best meet their needs. Recommends and develops customized products (e.g. Platinum Key Service) for clients in need of more complex business services. He 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. Works with other trade related elements of the Department of Commerce, such as the Bureau of Export Administration (pre-license and post-shipment investigations), Import Administration (antidumping and countervailing duty investigations) and Multilateral Affairs (compliance issues).

#### **4. Trade Events...15%**

The incumbent advises on the development of post's annual event calendar, proposing trade events (trade missions, exhibitions, seminars, workshops, webinars, etc.), both within assigned sectors of responsibility and with a view towards maximizing best prospect opportunities for U.S. goods and services. Works to implement events as the leader of a team that includes promotion, recruitment, and administrative staff. Assumes hands-on or oversight responsibility for 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, preparing end-of-show reports, and following up to identify and report export successes. He 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, as well as to advise on local policy and procedures. 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.

#### **5. Counselling....20%**

As an expert on matters affecting assigned sectors as well as general trade issues (e.g. laws, regulations, standards, procedures, and other legal matters affecting the importation of U.S. goods and services), the incumbent advises U.S. firms, Senior Commercial Officer and Deputy, and other U.S. government personnel on the best means to capture tenders and contracts, effective strategies for market entry, market expansion, product registration, and participation in major projects. He will acquaint U.S. businesses with high-ranking host government decision-makers relevant to each project and when appropriate, obtaining appointments with these key government officials. The incumbent responds to a wide range of trade inquiries from U.S. firms seeking to export, or encountering difficulties in exporting, as well as requests from local firms and/or government institutions interested in buying U.S. products and services. He prepares speeches and talking points in both English and local language, and gives presentations on CS programs and bilateral commercial relations to business audiences in both the U.S. and host country. He also provides expert level support to other U.S. government agencies.

#### **6. Market Research... 15%**

Prepares of market studies in assigned sectors, analysing 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. The incumbent assists in development of the post's annual market research plan and helps ensure timely completion. Market studies produced include Industry Sector Analysis (ISA), Industry and Commercial Highlights, Best Prospect reports and some 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.

#### **7. Trade Contacts and Market Development...15%**

The incumbent serves as senior advisor to the Senior Commercial Officer and other American officers, both in the sectors of assigned responsibility and in commercial issues of a broader scope, and is relied upon for accurate information, advice and judgment. He develops and maintains an extensive range of high-level contacts vital to U.S. commercial interests, including senior level government officials, top executives in banking, commerce, industry and presidents of trade and industry associations, Federation of Myanmar Industries and international organizations. He 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 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 tough foreign competition and strong cultural barriers. Works closely with government officials, associations and leading private sector companies to eliminate eventual non-tariff barriers that may jeopardize U.S. exports.