

Benchmark Position Number: 9.12

**Classification
Level: 9**

Position Title: International Business Development Officer - Sector Emphasis

Context:

The Canadian Trade Commissioner Service is a world-wide network of professionals in international business development (IBD), with preferred access to business knowledge and contacts, who are committed to advancing Canadian interests abroad. These positions contribute to the delivery of the IBD program at the mission in accordance with TCS Client Service Policies and Government of Canada policies for international trade, investment, and science and technology, with the objective of helping Canadian clients make better business decisions abroad.

Notes:

1. Unless otherwise indicated, in this document the word “clients” refers to both clients and partner clients.
2. Building Block 1, **Job Profile “E”** of the Trade Commissioner Service Organizational Structure Models
3. Similar to Job Profile ‘N’, IBD Generalist Officer and Job Profile ‘C’, IBD Officer, Geographic Emphasis. Similar competencies are required to handle specific sector and multiple sectors (generalist) because of depth required of one is off-set by the breadth required of the other.
4. See TCS User Guide on Horizons which gives further guidance on use of Job Profiles plus provides additional job profiles.

Summary:

Reporting to the IBD manager, contributes to the delivery of the IBD program at the mission, with responsibility for one priority sector and more than one reactive sectors.

Duties:

% of time

Accountabilities: A, B, C, D, E = 50%

A. Development of Current Knowledge of Market Place and Advice/Assistance/Response to Clients

- 1) Develops and maintains a current knowledge of the local political and economic context, including the general enabling environment (e.g. economic and political aspects), general regulatory environment (e.g. tax laws, tariff structures, structures of the market), specific requirements (e.g. general labelling or other requirements for goods), local buying and import patterns and trends, and evaluations of current and future economic conditions.
- 2) Uses this intelligence to respond to requests for information from clients, and/or to provide strategic advice proactively to clients on doing business in

the local market, value-added background information to help Canadian firms in the assigned sector(s) make a go/no go decision about the local market, and to improve awareness and knowledge by clients of the foreign business environment and trade opportunities in the host country.

B. Relationship Building with Clients

- 1) Builds and sustains mutually beneficial relationships with clients
- 2) Assesses their potential in the target market, and
- 3) Provides market intelligence and value-added advice on the opportunities and challenges of doing business in the host country, as well as on upcoming events (trade fairs, conferences, seminars, trade missions, etc.), and,
- 4) Suggested next steps, to assist them to take full advantage of the international business opportunities locally.

C. Face-to-Face Contact Locally

- 1) Researches business needs of local contacts prior to initiating a relationship and
- 2) Proactively engages in outcalls/corporate liaison activities to advise on Canada's export and S&T capabilities, and to enlarge the local contact base and promote Canada and its products in the assigned sector(s), as well as opportunities for investment in Canada, and Canadian-local S&T partnerships.

D. Advice to Clients on Local Assistance

- 1) Analyzes the business operations, appropriateness and reliability of local contacts vis-à-vis clients.
- 2) Acts as the focal point of contact with clients in assigned sector(s), to proactively advise them on opportunities and reputable local contacts to help them refine and implement their strategies. Local contacts include buyers, partners, agents and manufacturers' representatives, distributors, importers, consultants, accountants, government officials/associations, policy networks, chambers of commerce, freight forwarders, lawyers, patent attorneys, technology and financial institutions, potential investors and

strategic partners, research and educational institutions, financial institutions, venture capital firms, S&T stakeholders, etc., as appropriate to the client.

E. Troubleshooting

- 1) Analyzes diverse potential and actual business or market access problems encountered by clients, and
- 2) Develops and advises them of creative strategies for resolving them. Issues can include market access (requiring the development of strategies to lobby local government officials for change, often with other like-minded countries), unfair business treatment, insurance coverage and claims, customs clearance, contract bidding, shipping, overdue accounts receivables, etc.

Accountabilities: F, G = 25%

F. Investment Functions

- 1) Proactively seeks to establish and expand networks required to identify and promote opportunities in assigned sectors for attracting investment to Canada.
- 2) Cultivates sources, develops a keen sense of the potential of a local company for international expansion and identifies their philosophy of expansion.
- 3) Defines associated parameters (i.e. decision making drivers in the company, nature and size of the investment), and qualifies credible leads.
- 4) Refers credible investment leads to the Investment Champion, or designated full-time Investment Officer at the mission if one exists, or to Ottawa for further action.

G. Science and Technology Functions

- 1) Proactively seeks to establish and expand networks required to identify and promote Canadian S&T excellence, and foster partnerships between Canadian institutions and their counterparts in the host country.
- 2) Researches and elucidates the host government's bilateral and multilateral

positions on S&T issues.

- 3) Develops a keen sense of the potential of local government, research or academic organizations to engage in international S&T partnerships.
- 4) Cultivates close working relationships with key departments/research organizations locally, and their Canadian counterparts to promote collaboration.
- 5) Identifies collaborative opportunities, key contacts, recent policies and market developments of the host country.
- 6) Refers credible opportunities to the S&T Champion, or designated full-time S&T Officer at the mission if one exists, or to Ottawa, for further action.

Accountabilities: H, I, J = 15%

H. Participation in planning

- 1) Collaborates with other members of the IBD Team at the mission, and provides sector specialist expertise in the development of strategic and operational plans, annual business plans, goals and objectives, and policies, for the IBD program at the mission, which includes trade, investment, and S&T partnering, and are consistent with the principles of the New Approach.

I. Event Planning and Management

- 1) Plans and manages/participates in the organization and execution of high level visits of Canadian ministers, federal and provincial government officials, and senior industry executives to the host country, and host country official and industry visits to Canada.
- 2) Advises Canadian participants on local customs, culture, business practices, logistics, etiquette.
- 3) Negotiates related Business Mission Agreements (BMAs) with mission organizers in Canada, including all associated costs, and manages the maintenance of associated records.
- 4) Ensures non-core services are provided by pre-qualified local service providers, as appropriate, in accordance with the BMA or cost sharing

guidelines.

- 5) Advises the IBD Program Manager or InfoCentre Manager (where one exists) of service providers' performance.

J. Supervision, Budget Planning and Management, and Team Work

- 1) Shares supervision of an IBD Assistant; collaborates in the development of objectives and performance appraisals.
- 2) Manages budgets for assigned projects within the IBD program, and the monitoring and reporting on achievement against plan.
- 3) Shares information, strategies and tactics with other members of the IBD Team.

Accountabilities: K, L = 10%

K. Communications

- 1) Researches and synthesizes information from diverse sources and
- 2) Writes/edits and/or approves responses to highly complex requests for information from clients.
- 2) Approves correspondence and business communications prepared by the InfoCentre in response to clients' core service enquiries.
- 3) Recommends articles to be posted on the mission internet site and/or the mission's portion of the VTC, and
- 4) Drafts speeches for delivery by the IBD Program Manager or HOM to local organizations or clients.

L. Optimization of Technology/Tools

- 1) Optimizes the use of available technology as part of a mobile, wireless and remote access workforce, to improve client services.
- 2) Undertakes ongoing client and contact management, and
- 3) Shares information with colleagues in the office, region and world-wide,

through ongoing updating of electronic systems. Is responsible for, and

- 4) Collaborates with the Infocentre (where one exists) to ensure the accuracy and timeliness of all information at the mission on the assigned sector(s).