

**JOB DESCRIPTION**

**WM Version: JD ITA April 2016 v1**

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| **Title:** | **INTERNATIONAL TRADE ADVISER**  |
| **Salary Range:** | **Grade TBA** |
| **Location:** | **Shropshire**  |
| **Purpose of Role:** | To achieve DIT’s export win target in the West Midlands by:-1. Proactively engaging with multiple businesses that have a high propensity to secure business in overseas markets for the first time
2. Working with current exporters to ensure that they sustain existing levels of exports or grow exports in new overseas markets through the development of strategic action plans, knowledge and expertise and excellent account management.
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| **Key Responsibilities of the Role:** | 1. to manage and maintain fruitful relationships with a combined portfolio of first time exporters and current exporting clients in order to secure, sustain and grow business in overseas markets by:-
	* Identifying new leads in the form of new and existing exporters in order to develop their potential to win more business in overseas markets.
	* Develop relationships with existing clients in order to increase their potential to win business in overseas markets.
	* re-engaging with export businesses that have not exported in the previous 12 months in order to develop their potential to win business in overseas markets for the first time
	* Researching organisations and individuals i.e. export managers, online to identify new lead and those with aspirations to grow.
	* understanding the barriers preventing market entry and sustainable export growth within local businesses and facilitating discussions with key decision makers to positively influence perceptions
	* Identifying the barriers preventing companies from continuing to export or who are looking to cease exporting activity with a view to providing advice and support that ensures a sustainable approach to exporting
	* Contacting potential clients via email or phone to establish rapport and set up meetings
	* Attending conferences, meetings, and industry events
2. to work with companies to help them develop an export strategy and to tailor DIT and other support to deliver that strategy.
3. to advise and educate companies on the benefits of different types of trade support highlighting the services on offer from DIT and other types of public and private business support
4. to forge relationships with overseas commercial teams where appropriate
5. to forge relationships with sector teams where appropriate
6. to accurately record and document activity in accordance with regional and national procedures
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| **Key Relationships:** | **Internal:*** All staff within Local Chambers of Commerce, WMCC LLP and WMIT LLP
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| **External:*** Local and Regional SME’s, DIT Regional Director; DIT contacts, Local Economic Partnerships (LEPs), Universities; BIS Local, Science Parks. Sub Regional International Trade Teams (ITAs); Coventry University Enterprises (CUE);
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| **Person Specification:** | **Qualifications/Experience required**:A minimum of three years previous experience within a target driven business development, business support or commercial role.  |
| **Skills / Knowledge / Personal Qualities Required**:

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| * Sound general knowledge with an awareness of issues affecting UK economy and especially business.
* Business awareness
* Must be able to demonstrate drive, commitment and flexibility in achieving challenging targets.
* Must have a general understanding of the DIT regional & worldwide networks and its services for UK Businesses.
* Excellent relationship management skills and effective communication skills at multiple levels, particularly at senior management and CEO level.
* The ability to analyse, collate, interpret and present data
* Excellent IT and integrated business technology skills
* Ability to organise and prioritise
* Ability to manage multiple projects within timescales

*Also see DIT’s International Trade Adviser Core Competencies in Annex 1 attached which form part of this Job Description.* |

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| **Declaration:** | This is a description of the job as it is at present. It is the practice of West Midlands International Trade LLP & DIT to review job descriptions from time to time to ensure that they relate to the job as then being performed or to incorporate whatever changes are being proposed.This review will be carried out by WMIT-LLP Managing Director and DIT Regional Director in consultation with the local Chambers of Commerce HR Personnel who will be expected to participate fully in such discussions. It is the aim to reach agreement to reasonable changes, but if agreement is not possible the WMIT-LLP Managing Director and /or the DIT Regional Director reserves the right to insist on changes to the job description commensurate with the position in the organisation after consultation |
| **Approval:** | Name……………………………………………………………………………………………………..Signed…………………………………………………………………………………………………….Dated……………………………………………………………………………………………………..Position & Organisation…………………………………………………………………………………………….. |
| **Acceptance by Employee:** | Name……………………………………………………………………………………………………..Signed…………………………………………………………………………………………………….Dated…………………………………………………………………………………………………….. |

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| Has a job requisition been completed for this post and signed by a WMCC Board Member? | □ **Yes**  - Attach |
| □ **No** - Explain below |
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| Date Last reviewed:  |

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| **CORE COMPETENCIES OF AN INTERNATIONAL TRADE ADVISEr ANNEX 1** |
| **COMPETENCIES**1. **International Business Awareness**

Understands and communicate the key business issues affecting the profitability and growth of an enterprise, along with the factors leading to success in doing international business. Has sufficient knowledge of the strategic choices, practical process and current issues (such as WTO, security, etc) to be credible with clients1. **Client Focus & Service**

Exceeds client expectations and delivers to the highest standard. Client-centred, does not compromise the real client need in order to achieve a ‘sale’ or output. Manages expectations, acts as a sounding board for clients, encourages them and provides clarity and direction when uncertain.1. **Developing and Maintaining Relationships**

Actively builds professional and effective working relationships with clients and maintains them over time. Takes actions that demonstrates consideration of feelings and needs. Actively participates as a full member of a team, effectively contributing and sharing information even when it is of no direct personal interest.1. **Communicating**

Able to express ideas clearly, both verbally, face-to-face, by telephone, and in written communications and actively listen to others 1. **Influencing and Negotiating**

Aims for a win-win outcome and is able to convince others of their own point of view. Maintains a network of contacts to develop own skills and knowledge as well as provide a source of help and leads Actively influences events, rather than passively accepting them, sees opportunities, acts on them and originates action1. **Planning and Organisation**

Able to accomplish the goal by efficiently establishing an appropriate course of action for self and others & making efficient use of resources.1. **Analytical Thinking & Problem Solving**

Effective in identifying problems, seeking pertinent data and recognising important information to solve complex problems and deal with new issues. Chooses the best course of action by considering all available information, strategy and stakeholders.1. **Personal Conduct & Development**

Proactively seeks to develop their own performance as an ITA through obtaining feedback and seeking opportunities for professional development. |
| **ASSESSMENT & PROFESSIONAL DEVELOPMENT**International Trade Advisers are required:-1. To have the Knowledge and Experience described in the person specification above and to demonstrate the Competencies detailed in the competencies above and to successfully completing an Assessment Centre prior to employment.
2. To be re-assessed against the Competencies above every two years.
3. To maintain and update their knowledge of international trade by gaining membership of the Institute of Export and successfully following the Institute’s Continuing Professional Development programme.
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| **International Trade Adviser Conduct**The following is a guide to the behaviour expected from an International Trade Adviser.1. Observe high standards of personal honesty and integrity, and act impartially.
2. Must not lay themselves open to suspicion of dishonesty.
3. Discharge duties reasonably, comply with the law, including international law and treaty obligations and uphold the administration of justice.
4. Deal with the affairs of the public sympathetically, efficiently, promptly and without bias or maladministration.
5. At no time engage in activities that might bring discredit on UK Trade and Investment or the Secretary of State for Business, Enterprise and Regulatory Reform.
6. Should not misuse their position or information acquired in the course of their duties to further their private interests or those of others.
7. Must not put themselves in a position where their duty and private interests conflict or cause such suspicion.
8. Must not make use of their position to further their own or others' private interests.
9. May not engage in consultancy work on behalf of any company with which UK Trade and Investment has a contractual relationship or some other close official relationship.
10. Must not accept gifts, hospitality or benefits of any kind from a third party that might be seen to compromise their personal judgement or integrity and should consider very carefully propriety or possible conflict of interest.
11. Neither the International Trade Adviser nor any member of their family should accept a gift or hospitality, which would, or might, appear to place the officer under any obligation to the donor, compromise their impartiality or otherwise be improper.
12. Before accepting any hospitality, the International Trade Adviser should be satisfied that it is conventional hospitality, normal and reasonable in the circumstances, is in the interest of the carrying out of the project and will contribute to its objectives. Also consider
* The perceived value and whether it will give rise to criticism
* The frequency - is it more than would be regarded normal
* The potential for embarrassment
* The nature of any relationship with the International Trade Team
* All hospitality must be registered.
1. Ensure their attitude towards others caries no trace of unfair discrimination affecting working relationships, behaviour or judgement. Habit and lack of thought is no excuse.
2. All staff have the right to be treated with dignity and respect whilst on carrying out their duties or on the Company’s or UK Trade and Investment’s premises. Harassment or bullying in any form is totally unacceptable. ITAs are expected to treat each other with dignity and respect.
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