

| <b>Position Description</b> |   |                                     |          |
|-----------------------------|---|-------------------------------------|----------|
| <b>Title:</b>               | <b>Regional Leader (Investment and Trade Promotion)</b> | <b>ETC 53/2010; MPO/134/2005/30</b> |          |
| <b>Region Desk:</b>         | <b>UK &amp; Republic of Ireland</b>                     |                                     |          |
| <b>Office:</b>              | Office of Trade, Investment and Enterprise Support      |                                     |          |
| <b>Unit:</b>                | Investment and Trade Promotion                          | <b>Relativity:</b>                  | <b>4</b> |
| <b>Responsible to:</b>      | Global Leader, Investment and Trade Promotion           |                                     |          |

### **Overall Purpose of Position**

The Regional Leader (Investment and Trade Promotion) will be responsible for promoting and developing enhanced business relationships between Malta and the region by identifying and extending business development opportunities for companies in the region looking to succeed in the Maltese market and for Maltese companies seeking to grow their business in region.

### **Main Responsibilities**

#### **Plans and Objectives**

- Draws up the Business Plan for the region.
- Supports the increase in the level of foreign investment and trade opportunities for Maltese businesses in region and vice-versa.

#### **Duties**

- Participates as appropriate in the formulation of the strategic orientation of Malta Enterprise.
- Strategically plans and oversees the daily management of the work of investment and trade promotion work in the region.
- Works to achieve growth and performance targets outlined in Malta Enterprise business plan.
- Recommends and implements new strategic initiatives with regards to participation in the region markets.
- Identifies investment and trade opportunities in Malta for companies in region.
- Advises and supports Maltese companies wishing to develop business opportunities in the region markets.
- Proactively identifies companies in region looking to set up or expand operations in Malta or in the EU through Malta and provides tailored guidance on opportunities available and practical advice to help companies succeed in the Maltese or European market place.
- Assists Maltese companies in designing their market entry strategies and, subsequently, to support expansion of their business activities.

- Assists the region entrepreneurs in developing business opportunities in Malta and supports them as they expand their business activities.
- Works with the Economic and Market Research Unit, to undertake research initiatives to identify and develop investment and trade opportunities.
- Works with the Economic and Market Research Unit to prepare and update detailed investment and trade feasibility studies and proposals.
- Develops project proposals for investment and trade initiatives and follows-them through.
- Designs and disseminates investment and promotion literature to the relevant stakeholders.
- Identifies high-profile persons from the region to act as trade ambassadors to Malta.
- Builds and sustains a strong networking relationship with key government and private stakeholders within the region markets as well as locally.
- Builds knowledge and develops contacts within a portfolio of sectors by way of on-line research, company visits, seminars, trade fairs etc.
- Reviews performance of desk region on a monthly basis and identifies issues and recommends initiatives and action as appropriate.
- Monitors the progress and performance of the activities in the region area in relation to investment and trade agreements.
- Coordinates meetings between business parties to facilitate discussions and negotiations.
- Organises and promotes market development forums and trade events in region for Maltese entrepreneurs and in Malta for region entrepreneurs.
- Organises business development forums, conferences and events in region for Maltese entrepreneurs and in Malta for region entrepreneurs.
- Attends briefings and meetings as necessary
- Prepares and presents reports and other documentation to senior management as requested.

### **Consultation**

- Consults with the Global Leader, Investment and Trade Promotion in resolving issues and problems which are sensitive and / or of a strategic nature.
- Coordinates with other relevant internal and external stakeholders or agencies as necessary.

### **Self-Improvement**

- Keeps up to date with new trends, legislation market developments, Research, Development and Innovation, EU related instruments, related instruments and regulation in relation to Investment and Trade Promotion within the region.
- Keeps up to date with new and innovative investment and trade opportunities.
- Keeps up to date with the latest developments within Malta Enterprise.

## Other

- Performs other job related duties as necessary or as assigned.

## Supervision Received

- Receives direction from the Global Leader, Investment and Trade Promotion, especially in sensitive or contentious issues.

## Working Conditions

- Works outside office hours to meet deadlines and / or in crises situations.
- Travels extensively.

## Skills / Knowledge / Experience

### Skills

|  |      |
|--|------|
| Computer literacy.   | High |
| Written and verbal communication skills.                     | High |
| Public speaking skills.                                      | High |
| Interpersonal and presentation skills.                       | High |
| Networking skills.   | High |
| Organisation and planning.                                   | High |
| Analytical, evaluative and problem-solving abilities.        | High |
| Ability to set and manage priorities judiciously.            | High |
| Able to multi-task under tight deadlines.                    | High |
| Self-motivation and able to work under minimum supervision.  | High |
| Ability to influence, promote and market ideas and products. | High |
| Cultural sensitivity.  | High |

### Knowledge

|  |           |
|--|-----------|
| Tertiary qualification in Diplomatic Studies, Finance, Business Administration, Economics, Trade, Investment or equivalent.            | Mandatory |
| Post graduate level of education.  | Mandatory |
| A native speaker or excellent command of one or more of the following languages: German, Spanish, French, Italian, Chinese or Russian. | Desirable |
| High level of proficiency in reading, writing and speaking English.  | Mandatory |
| Basic knowledge of economics and finance.  | Mandatory |
| Knowledge of investment and trade opportunities.   | Mandatory |

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| Knowledge of investment and trade promotion practices and methodologies.                               | Mandatory |
| Knowledge of applicable laws and regulations as they relate to local and foreign investment and trade. | Mandatory |
| Knowledge of marketing practices and methodologies.  | Mandatory |
| Knowledge of business-drivers particularly in the context of internationalisation.                     | Mandatory |

**Experience**

|   |           |
|---|-----------|
| Minimum 2 years experience in industry or related environment.                  | Mandatory |
| Proven track record of dealing with business in an international context.       | Mandatory |
| Knowledge of the relevant region's, history, culture, and economic development. | Desirable |