

Update

Ministry

Agriculture and Irrigation

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Senior Trade Development Officer

Current Class

Job Focus

Supervisory Level

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

TIFS/Export Development & Industry Grants

☒ Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

Responsibilities Added:

No responsibilities added. Changes reflect updated template and simplified wording for clarity.

Responsibilities Removed:

No responsibilities removed. Changes reflect updated template and simplified wording for clarity.

Job Purpose and Organizational Context

Why the job exists:

Reporting directly to the Unit Manager of the Export Development Team within the Export Development and Industry Grants Section, the Senior Trade Development Officer (STDO) establishes and maintains specialized market knowledge, export information and contacts in the domestic and international marketplace in order to act as a resource to industry, government and stakeholders to facilitate business prosperity and sustainable economic development and diversification through export growth.

The position collects, analyzes and disseminates strategic market information to new and existing agri-food exporters and other stakeholders in order to support their pursuit of export market opportunities and to enhance their competitiveness in the international marketplace. The STDO operates as part of an export development team with responsibility to input geographic and export marketing expertise into departmental strategies and initiatives. The STDO works to profile Alberta and promote industry capabilities in priority markets.

This position contributes to Agriculture and Irrigation's Business Plan's Outcome One: Alberta's economy grows through investment in the agricultural sector; Key Objective: 1.2 Continue to provide market access, business development and advocacy services to increase competitiveness and promote Alberta's agricultural products in domestic and foreign markets.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

1. Establish and maintain knowledge of priority international markets or regions, acting as a resource to industry, government and stakeholders.

Activities:

- Develop and maintain market information networks using international/domestic contacts for the purpose of collecting market information and opportunity identification.
- Plan and lead customized trade missions to international markets and regions in order to collect primary market information, develop contacts, and support Alberta businesses in accessing foreign markets.

2. Gather, analyze and transfer strategic market information to clients and stakeholders in order to support the pursuit of export market opportunities by new and existing agri-food exporters in Alberta.

Activities:

- Identify client needs in order to effectively provide relevant information and intelligence.
- Organize and lead incoming and outgoing international trade missions in conjunction with stakeholders.
- Share information with relevant partners within the department, within other Government of Alberta departments, and with external stakeholders.

3. Lead the development of and provide input to export-related policies, programs and strategies in order to assist industry to capitalize on international market opportunities.

Activities:

- Develop and maintain an export development strategy for an assigned geographical market.
- Provide export and market input to relevant programs, policies and strategies as required.
- Work with the Alberta International Office dedicated agriculture office in the assigned geographical market to exchange export-related intelligence contributing to these strategies.

4. Profile Alberta and promote industry capabilities in priority markets.

Activities:

- Help to promote Alberta as a producer of world-class agriculture and agri-food products.
- Participate in export-related teams and committees to share information and collaborate.
- Represent Alberta when undertaking external stakeholder engagement and coordinating pan-Canadian export-related initiatives.

5. Work collaboratively with internal and external stakeholders as required to execute broader team mandates and initiatives.

Activities:

- Develop and maintain close working relationships with key colleagues to ensure situational awareness of related work underway and to coordinate effective communication with stakeholders/companies.
- Support colleagues as required to execute agriculture and agri-food related missions involving senior government officials, including Minister or Premier.
- Undertake work on emerging priorities and special projects as directed by the Unit Manager.
- Demonstrate flexibility and agility to deliver high-quality services to clients and senior leaders in the midst of unpredictable changes to resources and workloads.

Problem Solving

Typical problems solved:

- Analyze and interpret trade data and market information.
- Assess industry needs and capabilities through individual consultations, as well as determine if/how the Branch can support industry needs and goals.
- Profile Alberta in international markets and interact with international contacts (often at a senior level) for the purpose of information gathering, opportunity identification, and business matchmaking.
- Develop and present strategic market information to industry through individual consultation, electronic and print tools as appropriate.
- Develop and execute customized, results-oriented projects and initiatives related to export development and intelligence, including outgoing and incoming missions.
- Leads in-market missions with Alberta companies and stakeholders without supervision, problem solving as required to ensure a smooth program.
- Responds to team questions about Sustainable CAP, demonstrated knowledge of the program's details and knowing where to obtain additional information as required.
- Provide assistance to clients in solving export challenges related to market entry, licensing, product registration, etc.
- Demonstrate sensitivity to market culture and diversities, such as managing cross-cultural communication and market-specific business practices, and advising clients on these nuances.
- Plan strategic projects based on strategic awareness of market-specific trends, consumer behaviours, and economic drivers.
- Continually stay abreast of, and communicate, the interaction between government and business in various foreign markets to allow the best opportunities for Alberta companies to enter into and navigate these markets.
- Build a network of contacts including trade commissioners, Alberta International Offices staff, buyers, governmental officials, consultants, and technical specialists within Alberta and abroad in order to best support and connect Alberta clients.

Types of guidance available for problem solving:

Manager support

Support from other Senior Trade Development Officers and agriculture-dedicated staff in Alberta International Offices

Director, Executive Director support available if required.

Market intelligence databases and internal team resources available on SharePoint

Direct or indirect impacts of decisions:

Alberta companies make a decision to enter an export market.

International buyers make a decision to procure Alberta products.

Key Relationships

Major stakeholders and purpose of interactions:

Internal

- Executive Director of Export and Investment Branch

- Director of Investment Attraction and Export Development Section
- Manager of Export Development Unit
- Other teams within Trade, Investment and Food Safety Division
- Alberta International Offices
- Jobs, Economy, Trade and Immigration counterparts
- Executive Council - International Relations Division counterparts

External

- Agriculture and Agri-food Canada
- Global Affairs Canada - Trade Commissioner Service
- Private industry (producers, processors)
- Industry associations
- Regional economic development groups (e.g. Edmonton Global, Calgary Economic Development)
- FPT Counterparts

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Business		

If other, specify:

May also include Economics, Political Science, Marketing, or other related degrees

Job-specific experience, technical competencies, certification and/or training:

- Post-secondary education related to international business, marketing, finance, economics, business development, political science, or other related degree
- Minimum four years of related experience. Equivalent combination of related education and experience may be considered.
- Understanding of international markets and trade
- Strong knowledge of export procedures, logistics, and regulations
- Understanding of business practices in domestic and international markets
- Ability to develop and communicate strategic market information
- Broad knowledge of agriculture and agri-food industry and its capabilities
- Experience supporting senior-level officials at events and on mission
- Strong analytical and communication skills
- Experience with managing project budgets and reporting
- Effective project management skills and attention to detail
- Strong interpersonal and communication skills
- Ability to be self directed with minimal supervision
- Strong team player
- Foreign language skills an asset

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		
Creative Problem Solving	☐	☐	☐	☐	☒	Creates the environment for innovative problem solving: • Generates new ways of thinking; ensures right questions are being asked about a problem • Eliminates barriers to creativity and innovation • Encourages a culture of	The incumbent will provide assistance to Alberta exporters and international buyers to navigate through export procedures, support programs. Also, the incumbent will leverage project management skills to implement

		innovation	programs and initiatives.
Agility	☐ ☐ ☐ ☐ ☒	Creates an adaptable environment: • Fosters agility, proactive and flexible practices • Leads and creates momentum for change • Champions plan of action and overcomes barriers through proactive anticipation • Quickly understands and reacts to environment, establishing flexible culture	Enabling exports is a competitive business. Alberta is competing with other Canadian and international exporters as a supplier of choice. Agility is required to act fast and not miss opportunities.
Drive for Results	☐ ☐ ☐ ☐ ☒	Aligns different groups to achieve goals and realize broader outcomes: • Defines work mission to achieve APS goals and integrate projects • Provides bold advice to stakeholders • Proactively improves overall performance, measured through metrics	The main outcome of this role is to increase export opportunities and number of Alberta companies exporting to international markets.
Develop Networks	☐ ☐ ☐ ☒ ☐	Makes working with a wide range of parties an imperative: • Creates impactful relationships with the right people • Ensures needs of varying groups are represented • Goes beyond to meet stakeholder needs • Ensures all needs are heard and understood	The incumbent serves as the principle contact with Alberta companies and international buyers, The incumbent will achieve this result through coordination with internal and external clients, partners and other stakeholders.