

## INTERNATIONAL TRADE REPRESENTATIVE

### KIND OF WORK

Advanced professional international business consulting in export marketing and foreign direct investment.

### NATURE AND PURPOSE

Under limited supervision, provides comprehensive Minnesota Trade Office (MTO) technical assistance, marketing services and information to both promote and facilitate international trade by Minnesota businesses and encourage foreign direct investment in Minnesota; performs related work as required.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Researches, compiles and maintains current market information and economic data, and develops effective marketing plans for assigned industries, regions, and/or countries in order to facilitate trade and foreign direct investment activities.

Develops materials and makes presentations at educational seminars and briefings in order to prepare companies for the commercial and cultural aspects of exporting.

Arranges meetings for Minnesota companies with potential foreign business partners and distributors, and organizes Minnesota participation on trade missions and in trade shows to assist client companies with international market expansion.

Plans and implements investment seminars, and identifies potential foreign investors and participants in investment seminars in order to promote foreign direct investment in Minnesota.

Develops projects and activities within proposed budgets to promote trade and foreign direct investment as provided in the annual objectives.

Schedules client counseling meetings to provide technical assistance on various facets of exporting including marketing, financing, shipping, and distribution so that client companies are prepared for international marketing activities.

Develops and maintains networking relationships with individuals and organizations such as educational institutions, government agencies, business groups and trade associations in order to promote MTO educational activities and services.

Plans, develops, delivers, evaluates and modifies a variety of export training programs in support of the MTO's marketing plan to prepare small and medium-sized Minnesota businesses for export of goods and services to foreign markets.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Processes and fundamentals of international marketing sufficient to provide technical assistance regarding trade development and new markets to Minnesota companies.

Business practices as applied to the sales, distribution, and marketing of goods and services sufficient to credibly assist clients to prepare marketing and project plans.

U.S. government and other trade development assistance programs sufficient to provide appropriate and effective advice for clients.

Business networks and trade contacts in assigned countries, industries, and/or regions sufficient to collect and disburse accurate and timely trade information.

Specific businesses, practices, and cultures of assigned targeted countries, industries, and/or regions sufficient to develop effective networks and business relationships.

Trade development practices sufficient to analyze project alternatives, and advise clients on strategy plans.

Distribution methods and regulations sufficient to advise and assist client companies with export development.

Planning techniques sufficient to develop and implement marketing strategies.

Export documentation and processes sufficient to provide export advice to MTO clients.

Teaching and training methodologies sufficient to assemble and present information to increase export and international trade knowledge of MTO clients.

Factors affecting the international economy sufficient to influence Minnesota trade flow.

State and federal policies, rules and regulations sufficient to effectively advise clients regarding international trade and export fundamentals and documentation.

Ability to:

Encourage and motivate Minnesota companies to initiate export plans and activities, promote and expand foreign investment in Minnesota, and maintain effective networks with foreign business representatives.

International Trade Representative

Class Specification

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Communicate clearly verbally and in writing to effectively provide trade and investment information to Minnesota companies and foreign business representatives.

Obtain a passport to travel.

Identify, assess and promote foreign market opportunities.

Use business machines for storing, retrieving and communicating trade information, including personal computers, facsimile, overseas telephone and international couriers.

Plan and organize trade missions, trade shows and similar events, and host business representatives/guests of the state.

Make small and large group presentations.

Est.: 8/67  
Rev.: 9/89, 11/94

T.C.: 2/79  
Former Title(s): International Trade and  
Transportation Representative