

### TERMS OF REFERENCE EXPORT EDUCATION TEAM MEMBER FOR THE EXPORT PROMOTION OFFICE

ToR Date of Issuance:	June 26, 2018
Due Date for Applications:	July 6, 2018

*PRSM is committed to providing equal employment opportunity without regard to race, color, religion, gender, sexual orientation, national or ethnic origin, age, disability or status as a veteran with respect to policies, programs and activities.*

#### Background

The Professionals for Reform Support Mechanism (PRSM) provides human resource support – from managers to technical experts - to critical reform initiatives undertaken by national governmental agencies. PRSM is a multi-donor platform, which improves coordination of donor efforts for greater impact and avoids overlap of donor funding. It does not support routine work of the Government of Ukraine that is normally managed by the civil service. To do this, PRSM:

- **Selects initiatives** based on clearly defined links to reform initiatives;
- Ensures transparent **recruitment** of human resources;
- Manages the **contracting** and payment of human resources;
- Provides financial **reports** for donors;
- **Monitors** initiatives for results.

#### Reform Initiative

The Ministry of Economic Development and Trade (MEDT) is active in establishing infrastructure for development of trade and exports, reacting to critical needs of Ukrainian exports. For this, the MEDT is developing the Export Promotion Office (EPO), which has been a donor-funded project in a form of advisory-consultative body to the MEDT will become a state institution funded by the state budget of Ukraine. It has the mandate to serve Ukrainian companies (both existing and potential exporters) to improve their export performance, ensure export readiness and strengthening positions of Ukrainian producers globally.

The Export Promotion Office is the dynamic team of dedicated professionals that expands its team to strengthen existing and develop new streams of work. Specifically, the EPO is involved in the following export services areas:

- Market intelligence and export information;
- Export education;
- Export consulting and sourcing;
- Council of Exporters;

- Trade missions abroad and incoming buyers' missions;
- Business events and opportunities for exporters;
- Marketing and promotion;
- Business opportunities and matchmaking for exporters.

Additionally, the EPO manages a *She Exports platform* for better access of women owned business, women entrepreneurs and women employees to tools, instruments and services.

### **Position Summary**

**Export Education Team Member** will assist to the Sector Lead in developing and managing an export education program for exporters. This will include assessment of the exporters needs (general, advanced and mature exporters), checking education topics with exporters, developing a variety of online and offline channels for export education, assessing ways to generate appropriate content to respond to exporters needs, developing education materials, organizing activities and events for exporters. The export education program intends to cover the exporters needs in a robust manner, collect decent data for general, advanced and mature exporters and deliver this data gradually in a comprehensive manner to Ukrainian exporters via online and offline channels.

### **Preferred Qualifications and Skills:**

- Preferably 2 years of experience in event management, account management, sales or adjacent areas;
- Good organization skills;
- Good command of English;
- Good communication skills both written and verbal;
- Knowledge of marketing, business administration is a plus;
- Advanced PC user able to use online tools for work;
- Good analytical and presentations skills, good soft skills;
- Ability to compile materials on export promotion topics.

### **Indicative duties and responsibilities:**

- Ongoing support to the Export Education Sector Lead;
- Support to the senior manager in the development of export education materials (to support education events and preceding EPO visits, to trade fairs, business missions, etc.);
- Organization, support, contribution to export education events in Kyiv and regions (seminars, workshops);
- Technical support in organization of educational events both in Kyiv and regions of Ukraine. Works with suppliers and partners (vendors, public and NGO export education stakeholders, exporters alliances and associations, service providers, speakers, venues, business schools, universities, GOs, NGOs, donor funded projects);
- Support to the Sector Lead in establishing of a country-wide export education platform - creation, developing and managing of education program;
- Support to the senior manager in engaging of external experts, organizational and financial support to the education program.

**Principles of employment**

Currently, EPO is a donor-funded project that will become a state institution, funded by the government. EPO is directed by the MEDT and works according to the Logic Model and the Work plan that is mutually approved by donors and MEDT via the Steering Committee. Successful candidate will be contracted as a short-term consultant before joining the state institution as the full-time employee according to Ukrainian legislation. He/she will report to the Sector Lead. The workplace will be in the premises of the MEDT (12/2, Hrushevskoho str., Kyiv).

**To apply**

Submissions must be prepared **in English** and delivered electronically **by 17:00 Kyiv time July 6, 2018** to the following address: [prsm@fsr.org.ua](mailto:prsm@fsr.org.ua). We do not welcome unsolicited phone calls.

All submissions must include:

- 1) Applicant's CV;
- 2) Applicant's brief letter of interest indicated related experience and achievements;
- 3) Three names of referees;
- 4) *Proof of previous experience – only for shortlisted candidates.*

Please ensure to state **Export Education Team Member** in the e-mail subject line.

Applications received after the indicated deadline or without letter of interest will not be reviewed and considered.

*Shortlisted candidates will be contacted after July 10, 2018.*