

HUMAN RESOURCE SUPPORT FOR CRITICAL REFORM INITIATIVES

**TERMS OF REFERENCE
EXPORT SERVICES UNIT LEADER
OF THE EXPORT PROMOTION OFFICE**

ToR Date of Issuance:	October 7, 2016
Due Date for Applications:	October 21, 2016 at 17:00

1. Purpose of the Reform Initiative

Ministry of Economic Development and Trade (MEDT) have started establishing new infrastructure in developing trade and exports, reacting to critical needs of Ukrainian exports and economic decline over last two years. For this, MEDT has led establishment of the Export promotion office (EPO), which is an independent donor-funded non-government project office, that provide services to exporters and to the government related to increasing competitiveness of Ukrainian exporters and producers by accessing new markets and enhancing presence at existing markets.

EPO has the task from MEDT to catalyze export promotion services in Ukraine and work for the government and for exporters in terms of provision of export services, organization of b2b and business opportunities events, contribution to National Export Strategy, coordinating Council of Exporters (under the MEDT), preparing the ecosystem for single National Export Portal.

According to EPO functions, it will be involved in four areas :

1. National Export Strategy and Council of Exporters
2. Export Services to exporters
3. Business events and opportunities for exporters
4. Promotion and marketing support

2. Scope of work

EPO is creating a new department of export services, that will consists of 4 trained specialists and will grow overtime. The incumbent will be reporting to the EPO Team Leader, will undergo a set of trainings related to results-based management, export services, export promotion agencies and will be responsible for creating a “department” of export services, and in close cooperation with MEDT, EPO and experienced consultants.

Indicative work may include the following:

- Management
- Supervising staff
- Developing EPO export services portfolio (in close cooperation with experienced consultants and practitioners that will advice EPO)

Operations

- Continuous liaison with exporters, survey exporters, accumulate feedback, analyze exporters' needs
- Conducting exporters feedback collection and customer satisfaction surveys
- Providing initial export consulting
- Design, coordinate, organize general and specialized export trainings
- Territorial and sectoral analysis and compiling certain export information for companies

3. Qualifications and Experience

The incumbent is expected to have the following qualifications:

1. Preferably 5 years of proven experience in project management, corporate sector, public administration with emphasis on designing and management of project initiatives
2. Experience with export promotion, trade development, trade facilitation, business development (especially cross-country outreach) in public or private sector
3. Expertise in investments, export-import transactions, technical and currency regulations is an advantage
4. Ability and certain experience in managing junior staff
5. Good presentation and analytical skills, ability to speak at public events, ability to originate client relations

4. Duration, timing, and location

The total duration of the consultancy is expected to be 6 months, with possible extension for another 6 months. The expert will report to the EPO Team Leader and the Steering Committee of EPO, comprising of representatives of donors, MEDT and other agencies. The workplace will be in the premises of the Ministry of Economic Development and Trade of Ukraine.

5. Submissions

The candidate should be registered as a private entrepreneur (or will be registered before signing the employment agreement). Submissions must be prepared in English and delivered electronically by 17:00 Kyiv time on October 21st, 2016 to the following address: prsm@fsr.org.ua. All submissions must indicate the position to which you are applying (in the subject) and include:

- 1) A summary (max. 2 pages) of the applicant's expertise and experience (in English) that explains how the candidate meets the criteria listed above;
- 2) Applicant's CV (in English);
- 3) Three names of referees;
- 4) *Proof of previous experience – only for shortlisted candidates.*