**Terms of Reference**

**Export Services Specialists**

**of the Export Promotion Office**

ToR Date of Issuance: **December 23, 2016**

Due Date for Applications: **January 6, 2017 at 17:00**

# 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 :

* National Export Strategy and Council of Exporters
* Export Services to exporters
* Business events and opportunities for exporters
* Promotion and marketing support

**Vacancy Announcements**:

* Export Services Specialist on EXPORT INFORMATION
* Export Services Specialist on EXPORT EDUCATION
* Export Services Specialist on EXPORT CONSULTING

# Scope of work

EPO is creating a new department of export services, that will consists of 10 trained specialists that will serve progressive SMEs and existing Ukrainian exporters in strengthening their positions on existing markets and accessing new markets and trading destinations. The incumbent will undergo a set of trainings related to results-based management, export services, export promotion agencies and will be responsible for providing respective services to exporters within the 2017 Action Plan of export promotion office.

Indicative work may include the following:

* Continous liaison and consultations with exporters, circulation of surveyes and accumulation of feedback, analyze exporters’ needs;
* Territorial, sectoral, tailored analysis and research of information (mainly open source); preparation of information pieces notes, research papers for exportes, events, government and business missions to foreign countries;
* Assess existing education programs, vendors, partners and trainers within the Ukraine; design, coordinate, organize general and specialized export trainings for exporters (per country or per topic); use creativity to mobilize available educational opportunities into a country-wide program to education exporters to strengthen their competitiveness on foreign markets
* Assess export readiness of companies, work to revise, improve or adjust business models or products to become more competitive on foreign markets; identify best selling channels, logistics options, payment mechanisms and financing opportunities to support exporters in their access to foreign markets
* Support exporters in identifying respective partners (intermediaries, services providers, trading partners) in Ukraine and abroad; support exporters in ideitnfying relevant events, business forums and trade fairs abroad and prepare exporters for respective visits, conduct follow-up;

**Preferred Qualifications and Skills:**

* Preferably 4 years of experience in project management, corporate sector, research, sales or other respective areas
* Specific experience with export promotion, trade facilitation, trade promotion, business development (especially cross-country outreach) is a plus
* Good analytical and presentation skills, strong soft skills
* Ability to compile materials on export promotion topics

**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 Export Services Unit leader. The workplace will be in the premises of the Ministry of Economic Development and Trade of Ukraine.

**To apply:**

The candidate should be registered as a private entrepreneuer (or will be registered before signing the employment agreement). Submissions must be prepared in English and delivered electronically by 17:00 Kyiv time on January 6th, 2017 to the following address: prsm@fsr.org.ua.

All submissions must 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.*

Please ensure to state **the position to which you are applying** 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 January 11 th, 2017*