



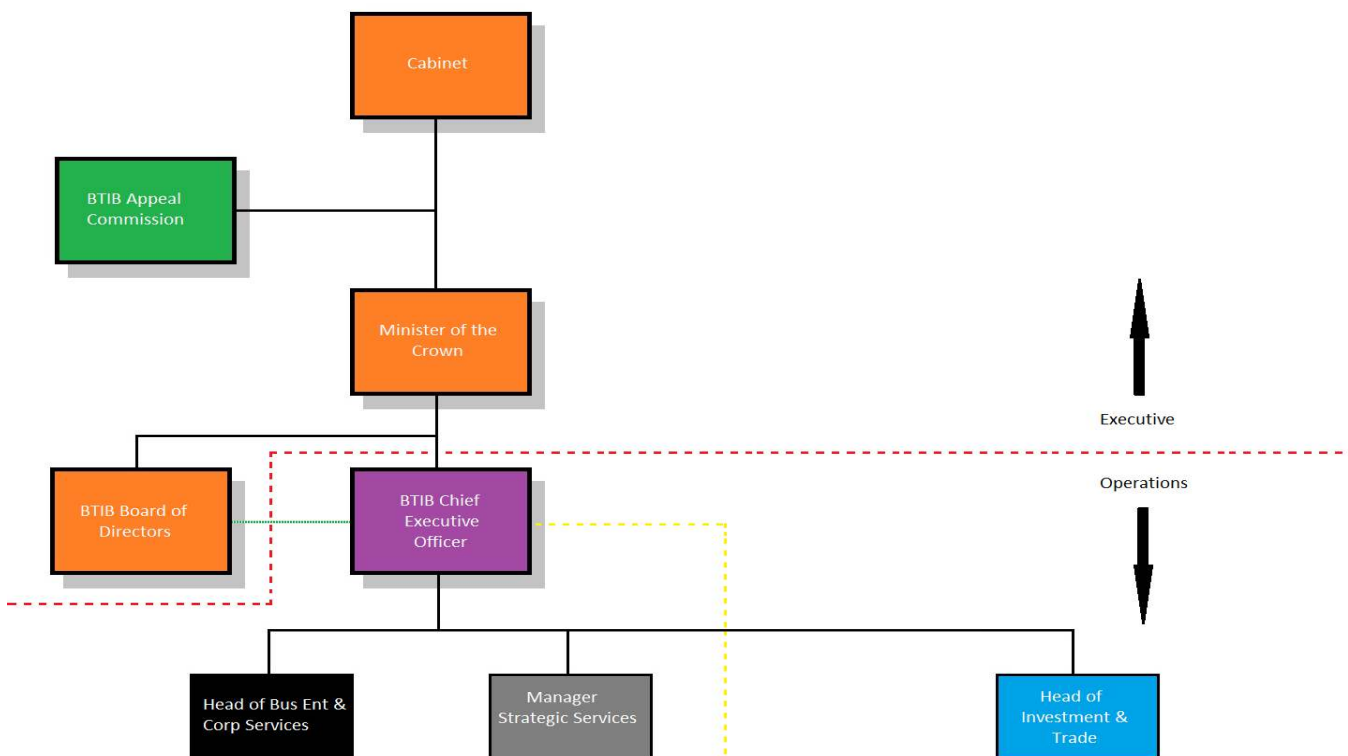
JOB DESCRIPTION

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| Job Title: | Business Enterprise & Marketing Advisor |
| Division: | Business Enterprise & Corporate Services; Business Investment & Trade |
| Responsible To: | Head of Business Enterprise & Corporate Services; Business Investment & Trade |
| Responsible For: | N/A |
| Job Purpose: | <p>Supports the Divisions operations to deliver responsive and effective business enterprise and development interventions including business advice, capacity development and related business services that target and meet the needs of locals and their business aspirations aligning with national and ministerial priorities.</p> <p>To support the operations of the Business Investment & Trade Division by providing effective and efficient assistance in the identification, promotion and development of trade and marketing opportunities for local business interests that provides the impetus for sustainable and long term economic growth and benefit for the Cook Islands and by doing so give effect to Government’s organisational, national and ministerial strategies.</p> |
| Job Classification: | Function: Business Services Jobwise Code () [Inserted after evaluation exercise] |
| Date updated: | 2019 |

AGENCY VISION

“Economic growth and prosperity for the people of the Cook Islands”

ORGANISATIONAL STAFFING STRUCTURE





KEY RESULT AREAS (KRAS)

| KRAs for this position (maximum of 6) 1. Business development 2. Marketing & Promotional Services 3. Funding opportunities 4. Capacity Building 5. Database integrity 6. Additional Responsibilities | Key Performance Indicators <i>(use SMART principles)</i> |
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| <p><u>KRA1: Business development</u></p> <ul style="list-style-type: none"> a) Supports the development of a business development framework that builds long-term value for locals by locals for sustainable business opportunities b) Assist in the development, coordination, and review and updating of all business development initiatives. c) Help develop and maintain business relationships and ensure that these are managed so that they leverage off advantages and opportunities afforded by these relationships d) Provide professional assistance that is timely, clear, qualified, impartial business advice and consultancy on a programme of scheduled work e) Helps in the review and update of the BTIB Business Development manual on a programme of set work and ensuring compliance with these procedures. f) Assist in coordinating and meeting the capacity/training/up-skilling needs of locals into business ventures to lift their knowledge and business skills g) Help support and drive the identification of networking and strategic partnering arrangements that identify opportunities for building local business capacity h) Keep abreast of research and policy development on business development initiatives i) Regularly research, collect and analyse business data and report the findings to the divisional head to enable a focused strategic business development alignment j) Take the lead in developing and promoting practical business information resource kits that have a local business focus k) Assist in the monitoring and reporting on the implementation of business development initiatives | <ul style="list-style-type: none"> a) Establishes a practical and pragmatic approach to the development of an enabling environment established b) An effective framework of specific work duties is established c) All MOUs, partnering arrangements and formal relationship agreements are signed on time and monitored effectively d) A schedule of work is established for prospective entrepreneurs to complete Business Plans and Cash Flows to support loan applications to Banks e) Project plan with timelines and milestones implemented for review and update of BTIB BD manual f) Capacity building through targeted training programmes are implemented. g) Assesses the potential of local business expansion opportunities through a stakeholder survey which identifies the most optimum resource allocation to build local business capacity h) Integrates local business perspectives into BTIB policies and programmes |



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| | <ul style="list-style-type: none"> i) Stakeholder multipurpose surveys established which identify areas for improvement and targeted budget forecast response j) Ensures the establishment of stakeholder surveys which identifies local business needs k) Schedule annual work plan completed to include the various business initiatives planned and report for divisional head identifies areas for improvement |
| <p><u>KRA2: Marketing & Promotional Services</u></p> <ul style="list-style-type: none"> a) Develop a marketing policy that identifies trade opportunities for local businesses by drawing together producers, sellers and consumers locally and internationally b) Develop promotional activity that coordinates advertising and selling for local businesses c) Develop sales promotion activities that has specific goals that maximise Trade sales for local businesses d) Take the lead in the development of a marketing strategy so that producers and consumers identify the BTIB as a brand e) Co-ordinate all seller-initiated efforts by setting up information channels to facilitate the sale of goods or services by local businesses | <ul style="list-style-type: none"> a) A Trade marketing policy that draws together producers, sellers and consumers is developed b) The creation of a theme that identifies sales promotion activity by locals for locals is in place c) The development of a schedule of calendared Events and specific one off Events to encourage and support local Trade sales is in place d) The development of a BTIB brand is established l) A stakeholder survey that identifies areas for improving the Trade marketing strategy is in operation |
| <p><u>KRA3: Funding opportunities</u></p> <ul style="list-style-type: none"> f) Assist in the development and coordination of funding strategies that align with national and business priorities which supports the divisions deliverables and the needs of locals into business g) Supports the reconciliation of all funding accounts and deliverables h) Support the division in the development of funding application strategies aimed at alleviating roadblocks and in building knowledge and skill sets for locals transitioning into business i) Help review and update all BTIB Business Development policies to ensure alignment with national priorities and best practice j) Provide an overview of funding issues and provide timely advice and options to the divisional head as they effect the smooth operations of the division impacting on BTIB deliverables k) Assist in the development and maintenance of a portfolio of local business development capacity building schemes that are targeted at funding application requirements | <ul style="list-style-type: none"> a) Helps ensure that all strategies are developed that helps the Ministry meet the national priorities b) Helps ensure that the balances of all accounts are in agreement with no variances c) Help lead in the development of the 5-year strategic plan d) Helps in a divisional policies review process e) Overview of data allows some issues and options to be identified as early as possible to mitigate any adverse effects on business as usual f) Ensure database of client is regularly updated, reviewed and process improvement implemented. |



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| <p><u>KRA4: Capacity building</u></p> <ul style="list-style-type: none"> a) Assist in cross-cutting research and advocacy work around local business development needs b) Provide advice on appropriate business development focused strategies arising from stakeholder surveys that impact on the Business Plan and National priorities of the NSDP c) Support the development of an effective and efficient business planning and training programme to target those locals with business skills needs. d) Keep an efficient registry and database of training provided for BTIB funded clients and persons interested in starting or needs assistance in business. e) Assist in developing an in-house capacity needs analysis with the outcome that provides a business training schedule to other BTIB team members as part of their corporate training and capacity development. | <ul style="list-style-type: none"> a) Review established which recommends options on how the current utilisation of the divisions resources affects the delivery of services to its clients b) BD strategies are developed that ensures the needs of the Ministry meets the national priorities c) Planning and training programme established which allows the division to meet resource and capacity building needs d) The development of an in-house database which is user friendly and fit for purpose is established e) Delivers an in-house staff Capacity Needs Assessment which enables a focus on resources and processes that accomplishes important strategic and business objectives or goals that provide value |
| <p><u>KRA5: Database integrity</u></p> <ul style="list-style-type: none"> a) Assist in the development of a fit for purpose Business Enterprise database b) Provide divisional support in the development of stakeholder surveys c) Support the compilation, collation and provision of a statistical analysis report with recommendations on survey data collected to the divisional head d) Help analyse and provide client reports from the database and ensure that all information on the database is kept confidential, is accurate, has supporting documents and the supporting documents are well referenced and filed accordingly e) Update MYOB postings to ensure current data is up to date | <ul style="list-style-type: none"> a) Technological issues encountered with the database are reported immediately to the Snr Advisor for review and remediation b) Helps design, develop and implement statistical models for research that enables the identification of solutions based activities c) Analytical framework established for the interpretation of survey material which provides a satisfaction gauge which informs the business decision making of the divisional head d) Data capture regime established which provide the means to identify issues and options for mitigating divisional and organisational risk e) Self-review mechanism established for Posting into MYOB to ensure data is accurate and reviewed for integrity |



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| <p>KRA6: Additional Services</p> <ul style="list-style-type: none"> a) Assist and support the division in developing and implementing specialised or targeted programmes and projects in response to changing or new organisational, business or government initiatives and priorities. b) Help develop relationships with key stakeholders, public sector, donor agencies, financial and training institutes that ensures national and ministerial priorities are being met c) Assist in the Identification of opportunities for improving the effectiveness of the divisions responsibilities d) Help coordinate and submit monthly division reports on behalf of the division e) Assist the divisional head in setting annual targets for the division and preparing monthly reports as required by the CEO and Board f) Assist in the collection, compilation, analysis and distribution of business information regarding the carrying out of business in the Cook Islands | <ul style="list-style-type: none"> a) A programme is established to ensure that projects are responsive to changing priorities and are designed to provide maximum impact and that meet the needs of all stakeholders in a timely manner and that show the organisation in a good professional standing b) Relationships, MOUs, partnering arrangements are established that provide the organisation with business and strategic alliances c) Divisional head is kept updated on activities that may impact negatively on the delivery of services through formal and informal means d) Monthly reports are completed on time and actions arising from divisional meetings are actioned and self-review ensures self-reflection to improve own service delivery e) Self-reflection ensures the own performance, work plans and general activity for the Division are met f) Fact sheets, business gazette and other business information is distributed to stakeholders on a monthly basis. |
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WORK COMPLEXITY

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| <p><i>Indicate most challenging problem solving duties typically undertaken (3-4 examples):</i></p> | |
| <p>1</p> | <p>Challenging priorities amongst stakeholders – Assist in the facilitation of stakeholder meetings who have conflicting priorities and managing their competing priorities.</p> |
| <p>2</p> | <p>Alignment of divisional strategies to Board, Ministerial and National priorities – Assist in the development of strategies based on a consideration and allocation of conflicting staff, work, resource and timing priorities</p> |
| <p>3</p> | <p>Business development research, collating and analysis capacity – Assist in developing a programme of research from published papers from various well-known and obscure sources for data analysis and putting together recommendations for action.</p> |
| <p>4</p> | <p>Local business awareness - raising across the community – Assists in developing roadshows and workshops which take account of stakeholder language, remoteness, education level and social strata</p> |

AUTHORITY

Authority levels expressed in terms of routine expenditure, granting loans, and recruiting and dismissing staff. (Explain the authority if any)



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|--------------------|----|
| Financial | No |
| Staff | No |
| Contractual | No |

FUNCTIONAL RELATIONSHIPS

The requirement for human relations skills to dealing with other personnel and external contacts. (*List the external and internal types of functional relationships*)

| Internal | Nature of Contact | External | Nature of Contact |
|-------------------------|--|---|---|
| Head of BTIB | <i>Low - Reporting, advisory</i> | Public | <i>Medium - Advisory, information, capacity development</i> |
| Divisional Heads | <i>Low - Supporting, advisory</i> | Other Government Agencies and stakeholders | <i>Minimal - Advisory Specialised information</i> |
| All Staff | <i>Medium - Supporting, facilitating, advisory</i> | Public | <i>Medium - Advisory, Information, capacity development</i> |

QUALIFICATIONS (OR EQUIVALENT LEVEL OF LEARNING)

Level of education required to perform the functions of the position. This combines formal and informal levels of training and education.

| Essential: (least qualification to be competent) | Desirable: (other qualifications for job) |
|---|---|
| <input type="checkbox"/> BBS, BCom, BSocSci, BA | <input type="checkbox"/> A relevant undergraduate degree in law or business |

EXPERIENCE

The length of practical experience and nature of specialist, operational, business support or managerial familiarity required. This experience is in addition to formal education.

| Essential: (least number of years to be competent) | Desirable: (target number of years you are looking for) |
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| <ul style="list-style-type: none"> a) A minimum of five (5) years relevant work experience at an advisory portfolio level b) Experience in policy formulation c) Experience in research methodologies, analyses and report writing High level of capacity development d) High level of accuracy | <ul style="list-style-type: none"> a) 7 years or more in an advisory position with proven demonstrable experience in the essential competencies required for the role. b) Knowledge and understanding of the institutional, legal and policy frameworks at national and local level c) Some experience in policy development |



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| e) Highly developed written and oral communication skills in English and Cook Island Maori | |
| f) Proven ability in collating factual information and producing reports | |

KEY SKILLS /ATTRIBUTES/JOB SPECIFIC COMPETENCIES

| Level of ability required for the job | |
|---------------------------------------|--|
| Expert | a) Written and oral communication skills in English b) Analytical ability |
| Advanced | a) Proficient in the use of the Microsoft Office suite software b) Legal compliance process c) In-depth knowledge of institutional, legal and Government policy frameworks |
| Working | a) Team management skills b) Planning, budgeting, reporting and project cycles c) Effective communication skills d) Annual reporting e) Working knowledge of Cook Islands Maori f) Understanding of local business issues |
| Awareness | a) Networking effectively b) Some knowledge of Government frameworks c) NGO/CSO/Local Business engagement at Government level d) Some project management exposure |

CHANGE TO JOB DESCRIPTION

Changes to the Job description may be made from time to time in response to the changing nature of the Agency work environment - including technological or statutory changes.

Approved:

CEO/Manager

Date

Employee

Date