

JOB VACANCY

Trade Promotion Officer of Regional BioTrade Phase II Project - SECO

Centre for Rural Economy Development (CRED) is a leading Vietnam-based Non-Profit Organization (NGO), working to ensure the greater inclusion of poor and marginalised group to take the lead in the development of their livelihoods. CRED works in three main areas:

- Value chain development for inclusive growth;
- Climate-smart Agriculture;
- Water, Environment and Livelihood improvements.

In 2020, The **Regional BioTrade Project Southeast Asia Phase II in Vietnam, Laos PDR, Myanmar and Cambodia** funded by The State Secretariat for Economic Affairs (SECO), has 4 components including Regional & International, Vietnam, Laos and Myanmar. CRED is implementing the Vietnam component of the Project for the period 1.09.2020-31.08.2024.

The overall objective of the Project is, conservation of biodiversity through sustainable trade of biodiversity products in a manner that integrates local exporters / producers into global value chains and increases income for the rural population women and men that depend on biodiversity resources for their livelihoods in the Mekong region.

CRED is looking for a qualified candidate to fill the following position:

Position Title: Trade Promotion Officer

Position Duration: From March 2021 to August 2024.

Duty Station: Hanoi with travelling to project areas

Key Responsibilities and Tasks:

A. Export promotion facilitation for Business Support Organisations (BSOs)

- In coordination with the BioTrade Project Manager (PM), pro-actively facilitate export promotion activities of the partner BSOs with the aim that they offer improved market access services to their members and clients (e.g., market intelligence, study tours, buying/selling missions, trade fair participation, online training development for BSOs) based on the annual BioTrade workplans;
- Work closely with the BSOs to identify their needs for improvement and/or expansion of their export promotion services and for institutional strengthening (incl. applying facilitation

skills techniques such as questioning, problem solving and social influencing) and share the findings with PM;

- Provide pro-actively and in real time inputs to BSOs and PM while executing the planned activities, adjusting if necessary, the annual workplan to reach the set goals;

B. Monitoring and Results Measurement (MRM) and project management

- Responsible to maintain and make full use of BioTrade M&E system (such as: institutionalize relevant information by feeding the tool with data / keep contact information up to date / track direct communication with stakeholders / set tasks and reminders for follow-up with team members and contacts / create and pull segmented lists of contacts / manage campaigns / access data for setting goals, analysis, team work, and reporting);
- Responsible to calculate BioTrade Key Performance Indicators (KPI) targets and collect country data;
- Responsible to audit and comment on country data for cleanliness, accuracy, and completeness;
- Responsible to apply MRM tools, BioTrade guidelines and templates in partner activities with the BSOs according to the annual workplan and target KPIs;
- Support BSOs in measuring BioTrade KPIs;
- Responsible to provide country reporting to Project Manager in due time.

C. Communications, Knowledge Management and Sector Innovation

- Active contribution to the project communication; including the responsibility for the management, to develop and provide content (incl. texts, images, videos) and maintaining and keeping up-to-date CRED's website/fanpage;
- Active participation in CRED knowledge sharing events and develop Best Practice cases for the purpose of sharing, learning and knowledge content development, thus collaborating with and provide inputs;
- Provides input to the PM for the identification of potential synergies and innovation in specific sectors and subsequently participates in the elaboration of innovative solutions for the implementation of capacity building activities in export promotion.
- Facilitate the development and implementation of the collaboration platform on BSO- and SME-level, including moderation of the Community of Practice (CoP).

Qualifications

- Bachelor's Degree in Marketing, Economics, International trade or relevant field;
- 1+ years of experience in Trade Promotion, Exporting, Marketing, Market Analysis or similar;
- Excellent English skills;
- Excellent interpersonal, communication and presentation skills and the ability to work effectively in a team;
- Ability to analyse information, evaluate options and work strategically;

- Familiar with digital tools and online development platforms;
- Experience working at an NGO or exporting companies and/or interest in BioTrade, Biodiversity and Trade;
- Willing to learn.

Contact and Deadline

Applications are due **15 March 2021**.

Please submit a one-page cover letter, a CV, to our email: nga.nguyen@cred.org.vn or cred@cred.org.vn

Only shortlisted candidates will be contacted.