

JOB DESCRIPTION			
HEAD OF INVESTMENT AND TRADE PROMOTION			
<b>Department:</b>	Investment and Trade Promotion	<b>Date Prepared:</b>	May, 2024
		<b>Date Reveiwed:</b>	June, 2025
<b>Location:</b>	Level 6, Civic Tower, Suva	<b>Prepared by:</b>	Human Resources
<b>Incumbent:</b>	1	<b>Approved by:</b>	Chief Executive Officer
<b>Reports to:</b>	Chief Executive Officer		
<b>Internal Relationships:</b>	Investment Fiji Board, Chief Executive Officer, Marketing and Communications team, Investment and Trade Promotion and Investment Facilitation, Aftercare and Policy Advocacy and Regional and Trade Development.		
<b>External Relationships:</b>	Clients (Investors and Exporters), Business Councils and Industry Associations, Overseas Missions and Trade Commissions, Development Partners, Government Agencies, Embassies/ High Commissions		
<b>Authorities:</b>	Investment and Trade Promotion		
<b>Support Staff:</b>	Manager Investment Promotion, Manager Trade Promotion, Investment Advisors and Trade Advisors.		
<b>Procedures, Policies &amp; Guidelines:</b>	People and Culture Policy, IT Policy, Finance Manual and Service Guarantee Guidelines.		
<b>Position Description:</b>	The role is responsible for the development of Trade and Investment Promotion in Fiji. The role will involve developing and executing strategies with private sector clients with the objective of increasing investments and trade in Fiji. The Head of Investment and Trade Promotion will have a good understanding of the business community in Fiji, and will be able to identify and promote investments in sectors the Fiji Government is promoting.		

<b>KEY RESULT AREAS</b> (Distinct areas that contribute most to position performance)	<b>SPECIFIC ACTIVITIES/TASKS</b> (Specific activities/tasks that contribute towards achieving the performance of the KRA)
<b>TIMELY COMMUNICATION OF INFORMATION AND SUPERVISORY ROLE</b>	<ul style="list-style-type: none"> <li>• Ensure that all work done by the team is communicated timely with external and internal parties in conjunction with CEO.</li> <li>• Compilation of all monthly, quarterly and annual report and Board Papers on time.</li> <li>• Perform supervisory role as and when required.</li> <li>• Assist with analytical work by synthesizing data and preparing reports for team on issues relevant to the implementation of team activities. This includes market and sector analysis reports, and regular reports on teams' activities to Management, Board, Government and other stakeholders.</li> <li>• You will be required to complete any other duties assigned by Investment Fiji.</li> </ul>
<b>FACILITATION OF INVESTMENT &amp; JOINT VENTURE ENQUIRIES</b>	<ul style="list-style-type: none"> <li>• Attend to all face to face, email and phone enquiries.</li> <li>• Provide all requirements for establishment of a business in Fiji with a proper checklist and relevant socio and economic data.</li> <li>• Collection of proper joint venture information with relevant documents and due diligence.</li> <li>• Follow up to check if any further assistance is required.</li> </ul>
<b>IDENTIFYING POTENTIAL INVESTMENT OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Identifying of potential investment opportunities in the private sector, joint venture, Public/Private Partnership by working along with stakeholders.</li> <li>• Responsible for developing, implementing, and overseeing strategies to attract foreign investment into Fiji.</li> <li>• Working closely with Embassies/Trade Commission, investor contacts and other stakeholders to market the project.</li> <li>• Conducting in-depth market intelligence, research, feasibility studies, and sector analysis to develop strategies and provide valuable data to potential investors.</li> <li>• Updating Investment Symposium website with new projects.</li> <li>• Cold-call, attend networking functions and other opportunities to make new connections with private enterprise.</li> </ul>

<b>PROACTIVE INVESTOR ENGAGEMENT</b>	<ul style="list-style-type: none"> <li>• Lead and direct the team in identifying high potential investors aligned with priority sectors.</li> <li>• Prepare investment proposals and presentations promoting Fiji.</li> <li>• Develop and implement strategies to nurture leads.</li> </ul>
<b>COORDINATING TRADE &amp; INVESTMENT MISSIONS AND SEMINARS (OUTBOUND AND INBOUND)</b>	<ul style="list-style-type: none"> <li>• Plan, coordinate and execute all investment and trade related promotional events.</li> <li>• Coordination with organisers to have all the necessary logistics in place prior to the event.</li> <li>• Manage the allocated budget for investment and trade promotional activities.</li> <li>• Must have a post event follow up and feedback questionnaire filled by all the participants.</li> <li>• To provide a comprehensive post event outcome/ information paper regarding the mission for management and board submission.</li> </ul>
<b>FACILITATION OF EXPORTER ENQUIRIES</b>	<ul style="list-style-type: none"> <li>• Attend to all one-to-one, phone and email enquiries.</li> <li>• Provide information on all requirements to enable an exporter to export products and services. Diagnose the company's export readiness and offer tailored, sound and quality advice on how they can achieve export and market readiness.</li> <li>• Follow up to check if any further assistance is required</li> </ul>
<b>ASSIST EXISTING EXPORTERS AND NEW EXPORTERS TO BECOME EXPORT READY AND GROW</b>	<ul style="list-style-type: none"> <li>• Work with exporters to eliminate bureaucratic red tapes faced by both established exporters and ready exporters.</li> <li>• Up-skilling exporters via guidance, information sharing, attendance to Seminars/Workshops.</li> <li>• Gather market intelligence to enable the trade team to map Fijian products connecting to exporters.</li> <li>• Identify international opportunities by brainstorming with the team connecting exporters to opportunities overseas or local and provide recommendations to CEO on the opportunities.</li> </ul>
<b>IDENTIFY, DEVELOP AND MAINTAIN STRATEGIC PARTNERSHIPS WITH RELEVANT GOVERNMENT, PRIVATE SECTOR AGENCIES AND/OR NON-GOVERNMENT ORGANIZATIONS IN FIJI AND AROUND THE WORLD.</b>	<ul style="list-style-type: none"> <li>• Communicate, consult and meet regularly with representatives of Investment promotion agencies, private sector representative organizations and Ministry of Trade, Co-operatives, Small and medium Enterprises.</li> <li>• Diversify Investment Fiji's global network to scale up opportunities for Fiji.</li> <li>• When requested, provide the Ministry of Trade, Co-operatives, Small and Medium Enterprises with updated trade data, relevant market insights, strategic advice, and comprehensive summaries of the Fiji's trade ecosystem</li> </ul>

<b>TASK FORCE ESTABLISHMENT</b>	<ul style="list-style-type: none"> <li>Define the scope, objectives and workplan of the assigned task force.</li> <li>Facilitate regular task force meetings, ensuring productive discussions, decision making, and progress tracking.</li> <li>Prepare comprehensive reports and briefings on the task force's findings, recommendations, and achievements.</li> </ul>
<b>DEVELOPING OF LATEST AND INNOVATIVE MARKETING COLLATERAL</b>	<ul style="list-style-type: none"> <li>Develop latest and innovative Investment and Trade related collaterals such as sector profile, product profile, promotional videos and any other collaterals necessary for marketing Fiji as an investment and trade destination.</li> <li>Assist the PR team in writing media releases, case studies and other promotional material to increase awareness of Fiji's investment and export successes.</li> <li>Conduct market research to assist with promotion and marketing activities.</li> </ul>
<b>MAINTAIN AN UP TO DATE CRM DATABASE AND WEBSITE</b>	<ul style="list-style-type: none"> <li>Update the HubSpot with all the necessary details of the Investors and Exporters and their activities.</li> <li>Update the website with all Investment related information.</li> </ul>
<b>PRIME MINISTERS INTERNATIONAL BUSINESS AWARDS</b>	<ul style="list-style-type: none"> <li>Assist with the organization and coordination of the annual Prime Minister's Business Awards.</li> </ul>
<b>ADDITIONAL DUTIES</b>	<ul style="list-style-type: none"> <li>Any additional duties assigned by the CEO.</li> </ul>

<b>KEY SELECTION CRITERIA:</b>	
<b>QUALIFICATIONS:</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>Bachelor's Degree in Economics, Management or related discipline.</li> </ul>	<ul style="list-style-type: none"> <li>Master's Degree in Economics, Management or a related field.</li> </ul>

KNOWLEDGE/EXPERIENCE:	
Essential	Desirable
<ul style="list-style-type: none"> <li>At least 3 to 5 years of experience in a similar role in a professional setting within a medium to large organization structure.</li> <li>Good knowledge on the roles of Public Sector. Departments and Agencies would be an advantage.</li> <li>Computer literate with sound knowledge in MS Word, Excel, Access and Power point.</li> </ul>	<ul style="list-style-type: none"> <li>At least 5 to 7 years of experience in a similar role in a professional setting within a medium to large organization structure.</li> </ul>
KEY SKILLS/ATTRIBUTES/COMPETENCIES	
Competencies	Skills
<b>Leadership and management</b>	<ul style="list-style-type: none"> <li>Strategic planning.</li> <li>Department leadership and motivation.</li> <li>Performance management.</li> <li>Delegation and prioritization.</li> <li>Budget management.</li> </ul>
<b>Working Knowledge</b>	<ul style="list-style-type: none"> <li>Data analysis and reporting.</li> <li>Understanding of global trends.</li> <li>International trade laws and regulatory knowledge</li> <li>Relationship management</li> <li>Public speaking.</li> </ul>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>Intercultural awareness.</li> </ul>

**Values:** Transparency, Reliability, Accessibility, Communicative, Effective, Responsiveness

**Change to Job Description:**

From time to time, it may be necessary to change the Job description as per changing operational needs. Investment Fiji may initiate the changes as it deems necessary.