



TRADE PROMOTION OFFICER

ADVERT

DEVELOPMENT HOUSE
PRIVATE BAG A96
MASERU 100
TEL: 22231000

www.lndc.org.ls

The Lesotho National Development Corporation (LNDC) was established by an Act of Parliament as a parastatal. The LNDC Act No. 20 of 1967, as amended by LNDC Act No. 13 of 1990 and LNDC Act No. 7 of 2000, mandates the Corporation to: “initiate, promote and facilitate the development of manufacturing and processing industries, mining and commerce in a manner calculated to raise the level of income and employment in Lesotho. The LNDC invites applications from suitably qualified and experienced candidates for the position of **Trade Promotion Officer (Paterson C5)**.

PURPOSE

To promote and facilitate trade for Lesotho products within the allocated industry to enter both local and international markets by collaborating with the manager in developing and implementing trade promotion strategies for increased and diversified exports and markets. **The position reports to the Trade Facilitation and Promotions Manager**

MAIN OUTPUTS AND RESPONSIBILITIES:

1. Stakeholder Relations

- Communicate with all relevant departments on issues of the area of specialisation.
- Communicate with internal and/or external stakeholders, where required, to achieve work objectives and to maintain relationships.
- Analyse and report on market and company allocation trends and operating requirements to determine funding requirements for the financial year.
- Engage with local and foreign investors and buyers to understand their pain points from a promotion perspective and provide recommendations in terms of policy changes in order to alleviate potential hinderances when it comes to breaching into the Lesotho and International market.
- Represent the LNDC by participating in the relevant national trade forums such as the Lesotho Coordinating Committee on Trade (LCCT) with specific attention to the National Trade Facilitation Committee (NTFC) to advocate for improved Trade Facilitation services.
- Facilitation of private sector participation in trade exhibitions and shows to forge establishment of trade leads.
- Engage with strategic development partners to mobilise Technical and Financial support to build export capacity for Lesotho.

2. Resource Management

- Provide input into the Trade and Promotion operational plans within the Trade, Investment and Promotion section of the Lesotho National Development Corporation (LNDC).
- Determine resource needs within own area of responsibility.
- Request required assets and resources for the fulfilment of work duties.
- Use assets and resources optimally within own area of responsibility.

In liaison with the Trade Promotion Manager, mobilise funds from development partners for implementation of trade promotion programs and produce financial reports thereof.

3. Trade Promotion and Reporting

- Contribute toward the development and implementation of trade policies, and strategies to diversify and expand Lesotho`s export basket into the regional and global markets.
- Develop and implement export productive capacity programs for increased competitiveness of local exporters and facilitate their breach into the global markets.
- Plan and coordinate Trade Promotion activities such as roadshows and exhibitions in targeted markets by identifying sought after products in the international markets and facilitate B2B linkages with potential international buyers.
- Promote Lesotho as a preferred source destination for foreign investment and foreign buyers by showcasing the LNDC`s full potential and spectrum of offerings ultimately demonstrating how Lesotho is able to partner with foreign buyers and investors.
- Analyse Lesotho`s export performance under different market dispensations for development and implementation of market entry strategies for improved utilisation e.g., AGOA Utilisation Strategy etc
- Review existing and/or, advocate for formulation of new legislation and regulations on relevant trade and investment facilitation; and recommend for government consideration and approval. i.e., analysing trade policies and advocating policy changes that will help in expediting trade and attract investments into Lesotho.
- Engage the Ministry of Trade and Industry through the Manager in order to disseminate promotional content showcasing LNDC`s capabilities for potential investors as well as to the private sector.
- Create a pool of local export ready companies by identifying companies within Lesotho that have the appetite for larger market engagement in order to link local exporters with the broader international market. Develop trade promotional tools such as export guides for target markets

and disseminate markets related information to enhance compliance with export market requirements.

- Participation in regional and international trade platforms to ensure that Lesotho`s interests are taken into consideration in trade negotiations in different trading blocs.
- Undertake trade and investment related research to inform strategies for export promotion and investment attraction as well as retention.
- Attend to both trade and investment enquiries and provide all relevant information that promotes Lesotho as the preferred sourcing destination of choice to potential buyers and investors.
- Prepare Sectional reports for Monitoring the implementation of workplans in alignment with the Corporate Strategy.

QUALIFICATION AND EXPERIENCE REQUIRED

- Degree in Investment and Trade, Marketing, Economics or Business Administration Minimum
- 3-5 years relevant experience in Trade and Promotion.

REQUIRED SKILLS AND COMPETENCIES

	Behavioural
Accountability	Adhere to deadlines and appointments. Is transparent when anticipating problems or errors. Deliver work on time and as agreed. Take responsibility for mistakes.
Achievement Orientation	Attempt to improve performance. Focus on new or more effective ways of improving your own work and meeting targets. Make the required changes to systems and processes in order to improve efficiency and quality. Focus on raising quality, customer satisfaction and revenues. Formulate own objectives and action plans in order to achieve a measurable improvement in the future.
Business Acumen	Understand business fundamentals. Analyse and comprehend organisational goals and strategies. Understand tactical business fundamentals in the relevant sector environment and incorporate them into decision-making.
Networking	Nurture both formal and informal contacts by sharing information, best practices, respective interests and expertise to facilitate the operational progress of work. Identify current or past contacts that can provide work-related information or operational assistance. Foster two-way trust in dealing with contacts (e.g., maintain confidentiality regarding sensitive information).
Resource Management	Work with others to complete work assignments in the most cost-effective manner. Demonstrate the ability to discretionarily shift to the least costly methods of achieving work objectives. Identify wasteful practices and act on opportunities to reduce cost. Use resources effectively and efficiently. Deliver work in a cost-effective manner. Express frustration at waste or inefficiency. Exhibit alertness and prudence when dealing with the organisation`s capital and assets
Stakeholder Management	Build relationships and networks with relevant external peers, e.g., other regulators, relevant stakeholders or professional bodies. Maintain a positive approach with external peers to influence, persuade and negotiate effectively as

	required by your project(s). Develop and maintain an understanding of different approaches to stakeholder management and be able to make an informed recommendation about which approach to use to maximum effect. Develop awareness of what's going in the wider organisation than own project(s) and use this to identify opportunities to collaborate effectively.
--	---

	Technical
Brand Reputation Management	Basic understanding and knowledge of brand management and marketing concepts. Applies basic principles and concepts of brand management with relation to strengthening the organisation as a brand to its stakeholders.
Macroeconomic analysis	Understand the fundamentals of the domestic and global economy. Possess knowledge of basic macroeconomic measures and have a general understanding of the effects.
Planning and Organising	Plan his or her daily work effectively; area; needs more application experience or practice if the required planning is more extensive. Independently plans and organises own routine work.
Presentation Skills	Communicate simple facts in a clear and precise manner by arranging facts in a logical manner. Demonstrate the ability to solicit and value the interest and opinions of the audience.

TERM OF CONTRACT

All positions are Permanent and Pensionable

HOW TO APPLY:

Interested, suitably qualified and experienced candidates should email their applications accompanied by educational certificates and transcripts in **PDF FORMAT ONLY** to recruitment@lndc.org.ls. **Job title must be used as email subject**. Closing date is **5TH July 2024 at 17:00**.

To apply, candidates **MUST** download and fill an application form accessible on the Corporation's website: www.lndc.org.ls Detailed advert is also available on the website.

Disclaimer: Only applicants who have used the LNDC application form and used the appropriate email subject will be considered. Only shortlisted applicants will be responded to.