

## **INTERNATIONAL TRADE AND CULTURAL MANAGER**

### **PURPOSE AND NATURE OF WORK**

This is responsible administrative, promotional, and public relations work involved in identifying, analyzing, and developing trade and cultural opportunities with other countries. The incumbent works closely with other governmental agencies, both State and Federal, as well as local economic development program officials in developing a stronger economy for Lafayette. The incumbent also seeks out and works with international trade and cultural groups active in the Lafayette area. Direction is exercised over a small staff of professional and clerical personnel. Work is performed with independence within prescribed guidelines under the direction of Trade Development Management and is responsible for Le Centre International.

**ILLUSTRATIVE EXAMPLES OF WORK** (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Researches, identifies, and develops programs to encourage the marketing of locally produced products abroad. Identifies potential foreign markets; assists local government officials in developing trade relationships; identifies local businesses with products or services that have foreign trade potential; assists local businesses in learning how to develop foreign relations and market their products in other countries. Coordinates efforts with local, state, and federal agencies to build upon already established foreign business and cultural relationships. Identifies opportunities, establishes criteria, and promotes foreign corporate investment in Lafayette. Develops and implements new and existing marketing and financial programs; e.g. foreign marketing techniques, offering trade and investment incentives, making contacts with business and industry leaders, participating in trade missions and trade shows, conducting site visits, developing Sister City relationships, and developing foreign trade zones.

Performs related work as required.

### **NECESSARY KNOWLEDGES, ABILITIES, AND SKILLS**

Written and spoken fluency in English and at least one other foreign language as determined by the needs of the position (e.g. Spanish, French, etc.)

Thorough knowledge of the principles and practices of international trade promotion and development.

Thorough knowledge of research, analysis, and report preparation techniques.

Thorough knowledge of the availability of resource information, and both governmental and private sources of information and assistance in identifying and developing international marketing and investment opportunities.

Thorough knowledge of local, state, and federal policies, regulations, and laws governing international trade.

Ability to communicate effectively, both orally and in writing, to groups and individuals.

Ability to establish and maintain effective working relationships with local, state, and federal government officials, local business owners and managers, foreign officials and businesses, and other employees.

Ability to research and analyze data in a systematic and effective manner and prepare necessary reports and recommendations.

### **DESIRABLE TRAINING AND EXPERIENCE**

Graduation from a four-year college or university with major course work in International Trade, International Banking, International Relations, or related field with considerable progressively responsible administrative experience in international trade and development, international relations, or international banking; or any equivalent combination of training and experience.

### **NECESSARY SPECIAL QUALIFICATION**

Possession of a valid passport, prior to appointment.