



EMPLOYMENT OPPORTUNITY AT TFO CANADA

Communications and Trade Support Services Manager

About TFO Canada

TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers.

TFO Canada assists Small and Medium sized enterprises (SMEs) and Trade Support Institutions (TSIs) from developing countries to access international markets through information, advice and contact services. Since 1980, TFO Canada's internationally experienced project staff and sectoral experts have been providing trade promotion and capacity building services to tens of thousands of Small and Medium sized Enterprises (SMEs) and Trade Support Institutions (TSIs)/Trade Promotion Organizations (TPOs) from Latin America and the Caribbean, Africa, Asia and the Middle East.

Reporting Relationship

Reports to the Program Director – Latin America and the Caribbean/Trade Support Services

Job Responsibilities

The Communications and Trade Support Services Manager_is responsible for contributing to the promotion of TFO Canada's mission and work to its stakeholders through management of the communications and information aspects of TFO Canada's projects, the development of plans to update and adapt the corporate website, implement social media and private sector engagement strategies.

This role is also responsible for the implementation of the organization's monitoring and evaluation (M&E) systems.

The role includes coordinating exporters and importers registrations through the Project Support Manager, producing content updates, revisions and additions, and executing a communications strategy that is focused on increasing and maintaining TFO Canada's visibility in the Business community in Canada and abroad.

The Communications and Trade Support Services Manager_also works in close cooperation with the regional project managers to develop communications strategies for TFO Canada project activities.

He/she supervises the Trade Support Services team.

The Communications and Trade Support Services Manager_supports the Regional Program Directors with the preparation of donor reports. He/she may also be involved with the development of other information management initiatives related to the larger institutional knowledge.

In overseeing his/her portfolio, specific responsibilities of the Project Manager TSS will include:

Importer & Exporter engagement:

- Managing the TFO Canada Market trade information system including the exporter, importer and trade Support Institution databases as well as supply offers;
- Coordinating & delivering periodic seminars and webinars to exporters on Exporting to Canada and more generally on TFO Canada's services to developing country exporters and trade support institutions in Canada and abroad;
- Designing and implementing the buyer engagement program oriented to assist SMEs exporters to meet buyers' demands.

Website & external communication :

- Managing the www.tfocanada.ca website platform and content as well as TFO Canada's larger Public Communication;
- Creating and maintaining TFO Canada's visibility and recognition amongst Canadian importer / business community using social media platforms
- Writing & editing TFO Canada's trade technical publications and news updates for publishing on the TFO Canada web site and other platforms;
- Handling inquiries received from developing country exporters and trade support institutions;

Organizational learning & reporting:

- Contributing to grow TFO Canada's institutional knowledge notably by supporting the Program Director with developing and monitoring project budgets and provides related project administration in collaboration with TFO Canada's support staff;
- Contributing to design and update training material for Trade Support Institutions and exporter training, capacity building and market access activities
- Producing financial forecasts in coordination with TFO Canada's finance department;
- Preparing project activity and outcome reports (including conducting surveys) in line with donor guidelines;

Monitoring and Evaluation (M&E):

- Being responsible for providing timely, regular, high-quality M&E technical support to regional project managers with both new and ongoing projects.
- Working with Regional Program Directors to draft/coordinate data collection tools, timelines for M&E events, data collection methodology, and databases for team use;
- Coordinating with regional project officers to conduct evaluation and follow ups on project activities
- Supporting Project Officers with the M&E process and preparing final reports and tools to be used by team
- Documenting findings and assist in reporting key lessons learned to stakeholders
- Conducting literature reviews and other research related to M&E and learning
- Providing technical guidance on M&E related issues for work planning

Human Resource management:

- Guiding and supervising the Trade Support Services team, including hiring, setting performance objectives and performance management

- Identifying suitable consultants and volunteers/interns. Contribute to the recruitment and appointment process (incl. drafting of contracts)
- Coordinating the activities of project consultants (TFO Canada Associates), partners and suppliers to ensure the successful implementation and management of TFO Canada's trade-related technical assistance and capacity building projects;
- Providing logistical and related support to the project consultants;

Qualifications:

- Eligible to be employed in Canada
- Master's degree in communications
- Fully bilingual (English – French – written and spoken)
- At least five years of experience managing communications areas of projects in an international development organization, international trade promotion organization (export marketing, importing/sourcing, trade development support services for exporters) or project management organization
- Good organizational and planning skills and attention to details
- Meticulousness with budget tracking
- Good knowledge and experience working with a wide range of tools and methodologies for projects monitoring and evaluation.
- Experience working with organization's website and developing social media strategies for institutions
- Must be a team player and able to work with and through others.
- Strong ability to multi-task and manage multiple stakeholder relations
- Able to work well in a team and in a fast-paced environment
- Ability to travel within Canada occasionally

Compensation:

TFO Canada offers a competitive salary and benefits package commensurate with experience and the norms of the international development NGO sector.

Applications:

Applications including a cover letter and a current C.V. should be made in writing by mail/e-mail **no later than May 14, 2021 _____ to:**

Program Director – Latin America and the Caribbean/Trade Support Services
 TFO Canada
 130 Slater Street, Suite 400
 Ottawa, Ontario K1P 6E2
hr@tfocanada.ca

Only candidates to be interviewed will be contacted.

TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers.

TFO Canada confronts the challenge of global poverty by promoting sustainable economic development through export information, advice and contact. TFO Canada facilitates access to foreign markets and shares Canadian trade expertise for the benefit of smaller exporters in developing countries. Founded in 1980, TFO Canada is a non-governmental, non-profit organization.

TFO Canada strives to ensure gender equality for men and women in their participation in TFO Canada's programs, projects and activities, and also in TFO Canada's employment, contracting and management opportunities

As a signatory to the Canadian Centre of Expertise on the Prevention of Sexual Exploitation and Abuse (DIGNA) and to the Anti-Racism Framework for Canada's International Cooperation Sector, TFO Canada has the moral, ethical and legal responsibility towards its staff, beneficiaries and clients and applies a zero-tolerance approach.

For more information on TFO Canada visit www.tfocanada.ca