

BENCHMARK POSITION NUMBER: 21 CLASSIFICATION LEVEL: 8  
SECTION TITLE: COMMERCIAL EFFECTIVE DATE: \_\_\_\_\_  
POSITION TITLE: COMMERCIAL OFFICER SUPERVISOR'S TITLE: \_\_\_\_\_  
POSITION NUMBER: \_\_\_\_\_ SUPERVISOR'S LEVEL: \_\_\_\_\_

SUMMARY

Under the direction of a Foreign Service Officer but with a large measure of independent action, advises on and assists in the implementation of post trade promotion objectives; researches and compiles both general and specific market studies and statistical summaries relating to Canadian trade in the territory; recommends, initiates and controls marketing programs to exploit the local potential for Canadian goods and services; establishes communications by telephone, personal interviews and correspondence with local and Canadian businessmen and with local government departments; prepares answers and replies to inquiries on selected industry sectors from Canadian firms, local importers and exporters and local government departments for the Canadian Department of Industry, Trade and Commerce, for other Canadian government agencies with interests abroad and for Canadian industrial and commercial organizations.

DUTIES% OF TIME

- (1) Advises on post trade objectives in areas where Canadian exports can be increased by: 25%
- becoming fully familiar with local business methods and practices,
  - establishing a close rapport with local government officials and businessmen,
  - studying and becoming familiar with local market conditions,
  - analysing local buying patterns and trends, evaluating import trends and future economic conditions,
  - reviewing, studying and interpreting local financial forecasts and business and government publications and statistics for future requirements,
  - studying Canadian export capabilities and relating them to local market requirements and specifically reviewing departmental Commodity Notes as an input to the development of local marketing strategies.