



## **EMPLOYMENT OPPORTUNITY AT TFO CANADA**

### **Communications and Trade Support Services Manager**

#### **The Organization**

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.

#### **The Position: Communications and Trade Support Services Manager**

TFO Canada is looking for a full time Communications and Trade Support Services Manager.

#### **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 with 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.

The Communications and Trade Support Project Manager works in close cooperation with the Project Support Manager to coordinate exporters and importers registrations, 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 supports the Program Director with the preparation of donor reports. He/she is also involved with the implementation of the Organization's Monitoring and Evaluation (M&E) system and the

development of other information management initiatives related to the larger institutional knowledge.

In overseeing his/her portfolio, specific responsibilities of the Communication and Trade Support Service Manager 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.
- Preparing & delivering periodic seminars and webinars on Exporting to Canada and more generally on TFO Canada's services to developing country exporters and trade support institutions in Canada and abroad.
- Supports the activities of the TFO Canada Advisory Council, chaired by the Programs Director or Executive Director; Designing and implementing the buyer engagement program oriented to assist SMEs exporters to meet buyers' demands.
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**Website & external communication:**

- Managing the [www.tfocanada.ca](http://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 importers / 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.

**Organisational learning & reporting:**

- Contributing to grow TFO Canada's institutional knowledge notably by supporting the Program Director with the modelling and other Program Managers with the running of TFO Canada M&E systems;
- Developing and monitoring project budgets and provides related project administration in collaboration with TFO Canada's support staff;
- 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;

**Human resource management:**

- Guide and supervise the Communications & Trade Support Services team.
- Identifying suitable consultants and volunteers/interns. Contribute to the recruitment and appointment process
- 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;

- Conducting performance evaluations of volunteer/interns and contributes to the review of the Project Officer

Managing and participating in special projects from time to time, and performs other duties as required related to the successful execution of TFO Canada's mandate.

### **Qualifications:**

- Eligible to be employed in Canada
- Master's degree in communications (or equal/relevant degree and experience)
- CITP designation is an asset
- Excellent oral, presentation and written communication skills including report-writing in English
- Bilingualism in French and English mandatory
- 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
- Experience working with 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. As such the salary range is \$65,000 - \$73,000.

Work at TFO Canada includes a hybrid work model, therefore, this role will be a combination of virtual and on-site work. The successful candidate is required to live and authorized to work in Canada. They are also required to be able to work from home/remotely, from within the greater Ottawa-Gatineau area.

### **Applications:**

Applications including a cover letter and a current C.V. should be made in writing by mail/e-mail ***no later than September 22<sup>nd</sup>, 2023 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](mailto: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. We facilitate access to foreign markets and share Canadian trade expertise for the benefit of small exporters in developing countries. Founded in 1980, TFO Canada is a non-profit, non-governmental 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](http://www.tfocanada.ca)*