



Job Description

Job Title: Director, Intl Trade Development - Orlando
Department: International Trade Development
Reports To: VP, International Trade & Field Operations
FLSA Status: Exempt
Pay Band: E (\$80,000 - \$85,000)
Approved By: TJ Villamil
Approved Date: May 2024

BASIC PURPOSE:

This job is responsible for the promotion of exports with export-ready manufacturers and other companies through counseling, implementation of SFI export promotion programs, and establishing a synergy of promotional programs with other economic development and strategic alliance partners.

ESSENTIAL ACCOUNTABILITIES or TASKS:

- Through pro-active marketing and outreach efforts develop a clientele of export-ready manufacturing and other firms that are able to utilize SFI's export programs.
- Counsel targeted companies to upgrade their knowledge of export markets, export marketing, and the export process.
- Strategizes, promotes, and then recruits targeted companies to participate in ITD's market site trade event program.
- Provides market information, counseling, and troubleshooting assistance to Florida companies, to generate export sales and expose them to SFI trade leads.
- Promotes and encourages targeted companies the utilize of federal export promotion programs, especially the US Department of Commerce.
- Proactively advocates Florida's international advantages and SFI services through participation in international conferences, seminars, and workshops – through speeches, presentations, and panel discussions.
- Implements selected Aviation, Aerospace & Defense industry international trade fairs on a global basis. This requires overall event management that includes market planning, promotion, recruitment of manufacturers, trade results, and coordination on a cost-recovery basis.

SUPERVISION:

Not applicable.

ACCOUNTABILITY: Impact and Scope:

Responsible for achieving specific and measurable objectives toward the achievement of the International Units performance measures, as assigned in the annual performance plan.

MINIMUM QUALIFICATIONS REQUIRED:

- Bachelor's degree in international business, marketing, finance, or international relations.
- Five years experience in international business or international business development.
- General knowledge of domestic and international business practices and export processes.
- Communication capabilities that include verbal, written, and presentation skills.
- Experience with the development and execution of international business strategies.
- Requires 25% international travel.

PREFERRED QUALIFICATIONS:

- Overseas trade show experience.
- Aviation, Aerospace & Defense industry experience.
- Competency in a second, relevant language.
- Knowledge of country-specific foreign markets and customs.
- Demonstrated influencing and negotiating skills.
- Knowledge of factors and processes that characterize the international business operations of Florida firms.
- Public speaking skills.

TO APPLY CONTACT:

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