



## **Job Description**

**Job Title:** Manager, Latin America & Caribbean

**Base Location:** Coral Gables

### **BASIC PURPOSE:**

This job is responsible for the management of SelectFlorida's Latin American and Caribbean trade development program.

### **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 SelectFlorida's (SFI) export programs
- Counsel and provide technical assistance to targeted companies to upgrade their knowledge of export markets, export marketing and the export process
- Strategize, promote and then recruit targeted companies to participate in ITBD's trade events
- Participate in and support international trade promotion programs sponsored by EDOs, export finance agencies and other partner
- Pro-actively promote Florida's international advantages and SFI services through participation in group counseling events such as speeches, presentations and panel discussions
- Coordinate the recruitment and promotion of export sales missions in Florida. Assist in developing marketing materials, participant lists, invitation letters and email template
- Manage the advance planning and executive of export sales missions including arranging and facilitating high-level meetings, events and business matchmaking sessions
- As directed, plan and coordinate domestic high-profile international trade events conducive to the international development of Florida.

- Identify and secure sponsorship resources. Select sponsorship candidates, develop solicitation materials, make presentations and personal contacts
- Partners with management on strategic projects related to international trade

**SUPERVISION:**

Not applicable

**ACCOUNTABILITY: Impact and Scope:**

No financial or other measurable accountabilities have been identified with this posting.

**MINIMUM QUALIFICATIONS REQUIRED:**

- Bachelors degree (or equivalent experience) in international business, marketing, finance or international relations. MBA preferred.
- Five years experience in domestic/international business or international trade 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
- Knowledge of Microsoft Office products required and Sales Force, a plus.
- 25% international and domestic travel

**PREFERRED QUALIFICATIONS:**

- Competency in a second, pertinent language: Spanish and/or Portuguese
- 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

To apply, contact:

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