

DIRECTOR, CENTER FOR INTERNATIONAL TRADE DEVELOPMENT

CLASS SUMMARY

Under administrative supervision, responsible for the operation and promotion of the Center for International Trade Development in accordance with the goals and objectives of the California Community College Chancellor's Office Economic Development Plan for Centers of International Trade Development.

REPRESENTATIVE DUTIES

Plan and implement International Trade programs and activities. Provides counseling and technical assistance on international trade to small business owners and individuals starting international businesses. This counseling and technical assistance will include, but not be limited to: assisting with identification and choice of distributors; matching buyers and sellers; assisting with contract negotiation, strategic planning for future business expansion, and possible avenues of finance. Marketing counseling in such areas as: 1) identifying international market niches; 2) market research; 3) access to international market studies; 4) market plan; 5) advertising and public relations; 6) product display; and 7) cooperative marketing. Supervise budget, auditing timelines, and evaluations. Develops and maintains international referral services. Maintains appropriate computerized records that document services provided. Develop marketing plan to promote CITD. Establish formal agreements and delineate specific services and roles with other entities providing similar services, such as California Export Finance Office, US Department of Commerce and other CITDs, and SBDCs in the area. Recruit, train and schedule a cadre of consultants to provide services. Maintains close liaison with local, state and federal lending sources for small businesses involved in international trade. Assists in the continued development of the CITD by cooperating with small business organizations and agencies, and maintains working relations with key public, state and federal agencies. Coordinate local advisory committee to effectively promote the CITD program and maintain the relevancy of its programs. Serves on appropriate business and educational committees at the local and state level. Conducts classes and/or workshops as appropriate. Prepares reports to funding sources and college administration, and participates in the preparation of grant applications. Establishes and maintains administration planning/organizational procedures in accordance with state codes and related laws. Prepares a variety of reports, agendas, proposals and agreements as required. Assists in establishing continuing funding sources. Performs other duties as required to carryout project objectives and activities, and to meet grant conditions.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the Assistant Vice Chancellor Educational Services and manages the CITD program activities and supervises the CITD staff.

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DESIRABLE QUALIFICATION GUIDE

Training and Experience

Bachelors Degree or higher from an accredited institution in a business area, minimum of five years experience in management, administration or delivery of programs in small business, economic development or international trade. Recent experience in a small business development or a CITD preferred.

Knowledge and Abilities

Knowledge of: international trade and international business, small business activities in the community and the ability to participate in those activities. Ability to: perform counseling for clients of the Center, market the program, participate in organizations which promote international trade and other community based small business activities, seek professionals willing to act as referrals on a pro bono and reduced fee basis, and follow the guidelines of the grant.