JOB DESCRIPTION OF TRADE DEVELOPMENT OFFICER/MARKETING OFFICER (LOCAL)

1. Overview of bilateral trade between Pakistan and USA particularly the proposed territorial jurisdiction of Commercial Section Houston

2. Comparative analysis of Pakistan’s major exportable products visa-viz its main competitors in host country

3. Marketing strategy to promote Pakistan’s exports to the host country with special emphasis on following things:-

(a) Important trade fairs
(b) Trade delegations
(c) Buyers/importers data
(d) US Public/Private trade bodies data
(e) Meeting with the important buyers/importers
(f) Dissemination of trade inquiries to Pakistani exporters
(g) Suppliers/exporters date from Pakistan
(h) Major trade Associations/Chambers dated of Pakistan
(i) Products, market survey of different potential Pakistani products in the host country
(j) Motivation to the importers/buyers to visit Pakistan
(k) Seminar and other trade related activities to promote made in Pakistan image in the host country
(l) Development of close liaison wit the Government/non Government trade bodies of Pakistan and host country
(m) Any other task assigned by the Consulate of Pakistan, Commercial Section, Houston
Applications are invited for the post of Marketing/Trade Development Officer at the Trade Wing of the Consulate General of Pakistan Houston. The candidate must possess the following:

- MBA or equivalent in Marketing Management/Commerce.
- 3 Years’ Experience in Business/International Trade Marketing.
- Demonstrate the ability to manage, coordinate & communicate with all stakeholders in an efficient and timely manner.
- Be a willing and enthusiastic team player ready to shoulder additional responsibilities to meet instructional goals.
- Demonstrate familiarity with organizations and information sources related to trade.
- Should be legally authorized to work in the United States.

Interested Candidates may send their resume to:

Trade & Investment Attaché  
Consulate General of Pakistan  
11850 Jones Rd  
Houston TX-77070  
e-mail address: pakcom.hus@tdap.gov.pk  
Fax: 281-890-1433  
Closing Date: 28th February, 2020