State of California
Governor’s Office of Business and Economic Development (GO-Biz)

Position Duty Statement

Classification Title
Staff Services Manager II (Specialist)

Unit
International Affairs and Trade

Working Title
Europe Trade and Investment Specialist

Position Number
373-100-4801-006

Effective Date

General Statement
The Europe Trade & Investment Specialist in the Governor’s Office of Business and Economic Development (GO-Biz) is responsible for the State of California’s service presence in Europe, including assisting businesses looking to export to the region, managing area trade and service offices, developing investment leads and providing support for foreign businesses looking to invest in California. The Europe Trade & Investment Specialist reports directly to the Senior Advisor and Deputy Director for International Affairs and Trade, coordinates with the Trade Special Advisors, and has the following responsibilities:

Essential Functions

Development and Promotion of Exports to Europe duties include:

- Screens and facilitates requests from California-based small and medium businesses for export assistance in Europe, working with companies directly and consultants overseas to ensure services are carried out in a proper and timely manner. Acts as the point person for delivering federal and other state program support (e.g. STEP, SBA, GO-Biz, U.S. & Foreign Commercial Services, etc.).
- Assists with the development or implementation of international trade and marketing strategies for California goods and services.
- Assists with the production of regional and/or international market analyses to support California exports.
- Assists in the planning and implementation of trade promotion activities such as trade missions, reverse trade missions, trade fairs or similar events. Recruits relevant businesses for trade missions from throughout all regions of California. Leverages trade mission activity of other regional EDOs.
- Actively participates in meetings with foreign governments and other organizations to support the outcome of business activities between California companies and European companies.
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<th>40%</th>
<th>Development of Foreign Direct Investment from Europe duties include:</th>
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<td>• Responsible for capitalizing on leads generated in Europe for investment in California. Works with other federal and state programs (e.g. EB-5 Visas, California Competes, Site Identification and Economic Development Assistance, etc.) to facilitate investments in California.</td>
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<td>• Receives foreign delegations of potential investors from Europe. Tracks in-state expositions, sets up meetings between cities, developers and local business owners and investors, and works with in-state partners to successfully bring foreign investment dollars to California.</td>
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<td>• Recruits businesses from Europe to attend various SELECTUSA events or spin-offs in California.</td>
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<td>• Tracks and compiles monthly statistics on California foreign direct investment and reports progress to Deputy Director for International Affairs and Trade. Assures all projects and programs are measured against clear performance objectives.</td>
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<td>• Leads efforts to bolster California’s image in Europe as the world capital of innovation in advanced manufacturing, bioscience, infrastructure, technology, sustainability technologies in energy, air, and water, entertainment and zero emission vehicles to boost foreign investment from Europe.</td>
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<th>15%</th>
<th>Selection and Management of Europe Trade and Service Offices duties include:</th>
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<td>• Responsible for managing the future trade office program in Western Europe and Great Britain and other trade offices in the Europe region, including identification of potential consultants, RFP definition, consultant selection process, and trade office set up.</td>
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<td>• Serves as point person working with relevant state agencies, state colleges and universities, trade network partners and regional specialists in implementing and overseeing programs related to the state’s trade offices in Europe.</td>
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<tr>
<td>• Tracks and compiles monthly statistics on trade and service office program and reports progress to Senior Advisor and Deputy Director for International Affairs and Trade. Assures all projects and programs are adhering to a high standard of performance. Establishes standards and performance objectives for each trade and service office.</td>
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| 5% | Other duties as assigned. |
**SUPERVISION EXCERCISED**
This position does not supervise.

**SUPERVISION RECEIVED**
The Staff Services Manager II serves under the direction of the Deputy Director, International Affairs and Business Development.

**PUBLIC AND INTERNAL CONTACTS**
During the course of work, the incumbent has regular contact with governmental agencies, high-level members of domestic/international business and economic development communities, private citizens and appointed and elected officials. These contacts require a high degree of sensitivity and an awareness of the functions and protocols, and interrelations of various government and private organizations.

**INITIATIVE AND INDEPENDENCE OF ACTION**
The position requires a high degree of creativity and initiative in finding solutions to non-routine problems. It requires proper judgment and accurate assessment of the significance of situations and activities. It requires the accurate setting of priorities, and good time management to ensure completion of work activities within specific time frames.

**CONSEQUENCE OF ERROR**
Error, poor judgment, and the lack of professionalism could result in the loss of significant economic development and job creation in California.

**CERTIFICATION**
This position statement fairly represents the responsibilities and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Personnel Office.

I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

**Employee Signature:**

________________________________________________________

**Staff Services Manager II (Specialist), International Affairs**  
**Date**

**Employee’s Printed Name:**

________________________________________________________

**Supervisor’s Signature:**

________________________________________________________

**Deputy Director, International Affairs and Business Development**  
**Date**
**DESIERABLE QUALIFICATIONS**

- Demonstrated background of managerial level experience in a government international trade agency or a combination of private sector and government trade promotion and assistance.

- Demonstrated working experience with STEP, GO-Biz, CDFA Export program and US & Foreign Commercial Service.

- Fluency in one European language (e.g. German, French, Dutch).

- International trade show and trade mission experience.

- Experience working with and managing federal grants and programs.

- Knowledge of economic development strategies, programs applicable to business and job development, the U.S. Commercial Service and other trade-related government agencies, and pertinent U.S. laws and regulation affecting exporting and international trade.

- Additional consideration will be given to candidates with prior foreign service trade experience.