



MINISTRY FOR PUBLIC ENTERPRISES

Application Information Package

CHIEF EXECUTIVE OFFICER

SAMOA EXPORT AUTHORITY

(APRIL 2024)

GUIDE FOR APPLICANTS

This Guide is to assist Applicants in compiling their Application.

Position Title	CHIEF EXECUTIVE OFFICER		
Public Body	SAMOA EXPORT AUTHORITY		
Contact	Ministry for Public Enterprises Tel: +685 34500 Email: cam.wendt@mpe.gov.ws The Application Pack can be downloaded from the website link: www.mpe.gov.ws		
Making an Application	<p><u>All Applicants</u> are required to submit the following:</p> <ol style="list-style-type: none"> 1. A Cover Letter: <ol style="list-style-type: none"> (i) Expressing interest in the Chief Executive Officer, Samoa Export Authority ; and (ii) Availability to start employment, if appointed. 2. Most recent curriculum vitae that includes: <ol style="list-style-type: none"> (i) Details of all your current and previous work history, including the following information: <ol style="list-style-type: none"> (a) Position Title, Employer and the dates you held the position; and (b) List of Achievements; and (c) Brief Summary of Key Accountabilities (ii) Certified copies of all certificates of academic achievements, qualifications, trainings, professional affiliation and other documents provided in support of your application. (<i>Certified copies are those that are seen and verified by a lawyer as true copies of the originals</i>); and (iii) Your contact details for correspondence purposes in relation to your application for this position. 3. Completed Referee Details with recent written references from three (3) professional referees (<i>Recent means no later than 12 months</i>). 		
Submission of Application	<p>All applications for the advertised Chief Executive Officer, Samoa Export Authority position MUST be submitted to MPE and addressed to:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>The Chairperson Interim Board of Directors Samoa Export Authority, Apia, Samoa</p> </td> <td style="width: 50%; vertical-align: top;"> <p>MPE Address: Level 1, NPF Plaza Tel 34500 Beach Road, Apia</p> </td> </tr> </table>	<p>The Chairperson Interim Board of Directors Samoa Export Authority, Apia, Samoa</p>	<p>MPE Address: Level 1, NPF Plaza Tel 34500 Beach Road, Apia</p>
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Advertisement (Timeframe)	Sunday, 07th April 2024 – Friday, 3rd May 2024, by 4.00pm		
Late Applications	It is important to note that ALL applications received after the time and date stated in the advertisement <u>WILL NOT</u> be accepted and considered during the short listing process. <i>A hard copy of an electronically submitted application received after the due date may be accepted given the electronic copy was received on time.</i>		

Job Description

Position Title: Chief Executive Officer	Position Code: NA
Position Grade:	Salary Grade: \$119,023 - \$123,624 p.a
Location: Head Office at Vaitele, Apia, Samoa	
Reports To:	
<ol style="list-style-type: none"> 1. The responsible Minister for the Samoa Export Authority (“SEA”) and SEA Interim Board of Directors for the effective control and management of technical and economic issues in accordance with all legislation that governs the operations of the Authority. 2. The Ministry of Finance as well as the Ministry for Public Enterprises for compliance with the Public Bodies (Performance and Accountability) Act 2001, Public Finance Management Act 2001 and other relevant legislation and Government Policies. 	
POSITION PURPOSE – Core functions of Role	
<p>As Chief Executive Officer of the newly established Samoa Export Authority, the appointee will be instrumental and accountable in leading, planning and operationalizing trade promotion and direct export development to increase the accessibility of Samoa’s goods and services to existing and new markets. In the future, the SEA accountability will include a more coordinated effort for the temporary labour mobility schemes endorsed by the Government of Samoa.</p>	
Role of the Samoa Export Authority	
<p>Primary focus is to provide policy advice to the Responsible Minister and Cabinet on areas relating to:</p> <ul style="list-style-type: none"> • Export enhancement, facilitation, diversifying the export base and export development at the ground level; • Market accessibility, market intelligence, exploration of new markets and value adding strategies; • Trade promotion efforts and branding of Samoan commodities and services with an effective communication strategy; • Capacity building to enhance supply and demand value chains consistency, competitiveness, increasing production and product quality that comply with international market standards. • Improved co-ordination through streamline of export support services, processes and requirements, such as market information, export pathways, product standards, branding, specifications, shipping and custom requirement, and capacity building; • Facilitate capacity building programs (such as ISO, HACCP; Organic, etc.) for farmers; manufactures & exporters and support value chain operators to enhance compliance with export market requirements; • Improved collaboration amongst exporters, farmers, manufacturers and all key players of the export sector including Government Ministries (MAF, MFAT, MCIL, SROS, MCR, MoH and Shipping); • Develop strategies to incentivize investment (externally) and financially availability from the Development Bank of Samoa and the Government budget to support exporters; • Sustainable initiatives like labour mobility, other overseas seasonal schemes and tourism and the impact on the export sector; and • Transformation of the farming and agriculture culture to commercialization/mechanization and support structures to boost exports. 	
DUTIES AND MAIN RESPONSIBILITIES:	
The Chief Executive Officer will perform the following duties:	
<ol style="list-style-type: none"> 1. Strategize on Export growth and Trade promotion through provision of quality policy advice: <ol style="list-style-type: none"> a) Consult widely with stakeholders and prepare the first 5 year Strategic Plan for SEA; b) Prepare an Annual Budget and Work Plan identifying clearly resources required, responsible staff, timelines for execution and targets to be achieved annually; c) Prepare and formulate Export and Trade facilitation policies to guide SEA in delivering its services; d) Comprehend and familiarize with trade and market protocols, MOUs that Samoa is signatory to and related policies, and contextualize these frameworks and analytical tools to our reality; and 	

- e) Submit monthly, quarterly and bi-annual reports to appropriate institutions as required.
2. Lead, manage and mobilize resources for the efficient and effective daily operations of SEA
 - a) Lead in every component of export facilitation and development at the ground level understanding the supply chain challenges;
 - b) Consult with internal and external partners alike, exporters and farmers/fishers and maintain enduring and constructive relationship;
 - c) Identify and manage markets and trading risks and propose viable solutions to complex issues;
 - d) Frequently conduct familiarization workshops for informing exporters, growers and producers on trade and export including market policy standards and requirements; and
 - e) Develop specifications for specific commodity streams, (i.e., cocoa, kava, nonu, vanilla etc.) and promote standards and branding.
3. Articulate conceptual thinking and analytical tools to access Market and Intelligence
 - a) Understand and contextualize external ideas, approaches and techniques for easy access of our products and goods to overseas markets;
 - b) Canvass exporters, growers, producers and other services like shipping companies' perspective on appropriateness of interventions and strategies prior to implementation;
 - c) Review existing approaches and techniques for constant improvement of export commodities and services.
4. Build relationships and work collaboratively with MFAT, MCIL, SROS, MCR and MAF
 - a) Work in partnership and collaboratively with internal agencies whose legal mandates include trade and export functions;
 - b) Work closely with the Ministry of Agriculture and Fisheries and SROS to be informed of the supply chain of goods and other relevant bio diversity information.
5. Develop yourself and mentor others
 - a) Advocate and promote capability building strategies for a competent Authority staff;
 - b) Identify training opportunities and refresher programmes to update knowledge, skills and abilities of staff and exporters and producers;
 - c) Prepare succession plans for SEA staff to ensure sustainability of functions and service delivery.
6. Communication effectively
 - a) Develop an effective communication strategy so that stakeholders, partners and customers alike are well informed of policies, changes and new developments in export markets and trading.
 - b) Host awareness programmes on televisions and radio stations to share and disseminate information frequently.
7. Construct and implement the Authority's Corporate Plan, Capability and Annual Management Plan, Service Charters and all other operational requirements in line with the Government policies, directives and Strategy for further development.
8. Represent the Government of Samoa in and or deal with international and regional organizations, institutions and forums.

Selection Criteria

POSITION SPECIFIC COMPETENCIES	
SKILLS AND ABILITIES	DESCRIPTORS
Strategic Thinking	<ul style="list-style-type: none"> ▪ Articulates a clear vision of the Authority inspires a sense of shared purpose and direction and drives the Authority's vision and long-term direction. ▪ Ability to recognize opportunities that the Authority can utilize to secure resources from local and international sources to support implementation of its programs and the strengths and potentials of its personnel in meeting the Authority's vision and goals. ▪ Ability to make timely and effective decisions and produce results through strategic planning and implementation and evaluation of programs and policies to inform policy and operation reforms. ▪ Considers emerging trends and multiple perspectives when assessing impact, long-term opportunities and viable solutions. ▪ Drives and sustains a performance culture and inspires a strong desire to succeed and work towards goal accomplishments. ▪ Focuses on understanding different markets demands, standards and requirements ▪ Contextualize knowledge and understanding to facilitate customers and other stakeholders needs ▪ Able to recognize, analyze and solve challenging situation and issues.
Building Relationships	<ul style="list-style-type: none"> ▪ Nurtures internal and external relationship ▪ Values individual's differences, strengths and potential and harness these to achieve the Authority's goal ▪ Develops guides and monitors employees. ▪ Drives a culture of collaboration, participation and recognizes importance of consultation, stakeholder engagement and fostering teamwork. ▪ Communicates the big picture clearly to a wide range of internal and external audience with precision, confidence and in an articulate manner. ▪ Empowers, mentors and engages staff in activities to sustain morale and encourage regular feedback and recognition of achievement. ▪ Excellent Communication skills in English and Samoan languages, sound knowledge in the Samoan culture (Fa'a Samoa) and especially high level in negotiation skills with the cultural setting in villages.
Delivers / achieves results / outcomes	<ul style="list-style-type: none"> ▪ Drives a culture of achievement and commitment to achieving outcomes beyond expectations. ▪ Drives an efficient and effective system of planning, reporting progress, monitoring and evaluating of results. ▪ Stimulate / create a culture of accountability and transparency. ▪ Uses workforce planning to develop and maintain the capability to deliver services effectively.
Management	<ul style="list-style-type: none"> ▪ Invest time in managing and developing people as well as building positive staff morale ▪ Integrate plans into a transparent management framework to fulfill obligations of management accountabilities ▪ Manage projects across sector and multiple agencies and keeps stakeholders informed ▪ Effectively delegates appropriate responsibility, accountability & decision making authority. ▪ Monitors progress against milestones and deadlines. ▪ Drives effective planning and demonstrates a strong organizational ability

	<p>and experience through the integration of structures, systems and teams to better achieve objectives.</p> <ul style="list-style-type: none"> ▪ Drive strategies to achieve operational efficiencies and value for money. ▪ Provide oversight for financial resources and assets and account for their use.
Emotional Intelligence Leadership Skills	<ul style="list-style-type: none"> ▪ Empathy and emotional intelligence having the ability to communicate and relate effectively with people ▪ Has the ability to manage one's own emotions and leverages relationships for employees perform better and feel better at work and organization excel ▪ Demonstrates analytical, conceptual and innovativeness in dealing with complexity. ▪ Demonstrates strategic foresight and proficiency of market dynamics ▪ Ability and confidence to effectively lead and navigate an organizations sustainably ▪ Able to plan and execute a vision based on current and future possibilities and inspire teams to adapt and thrive in a changing environment. ▪ Able to lead a meaningful process of change in a purposeful manner. ▪ Ability to manage politics, take risks, be innovative and deal with complexity. ▪ Is resourceful, optimistic, energetic, open minded, flexible and capable of solving problems and making decisions. ▪ Drives and sustains a performance culture both internally (agency level) and externally.
PERSONAL ATTRIBUTES	DESCRIPTORS
Integrity / Ethics	<ul style="list-style-type: none"> ▪ Is widely trusted and is seen as a direct, trustworthy and courageous individual. ▪ Personifies values of honesty, integrity, impartiality, transparency accountability, inclusiveness and participatory. ▪ Advice without fear or favor, is ethical and professional ▪ Able to bring to out the best in people by communicating well, setting clear, stretching objectives, and allocating workload effectively. ▪ Demonstrate self-awareness and commitment to personal development. ▪ Serves the Government of the day irrespective of personal preferences
Commitment & Personal Drive	<ul style="list-style-type: none"> ▪ Open to unfamiliar, ready to experiment, and quick to learn ▪ Able to make decisions quickly when necessary ▪ Receptive and willing to embrace new techniques and approaches to improve status quo ▪ Pursue an objective with energy, overcome obstacles, and achieve results. ▪ Is prepared to make tough corporate decisions to achieve desired outcomes. ▪ Accepts accountability for mistakes made in the organization and ensures corrective action is taken.
Intellect & Judgment	<ul style="list-style-type: none"> ▪ Self-aware – keen to invite feedback and learn from mistakes, open to discuss development's needs, and not defensive ▪ Is analytical, proactive, innovative and able to conceptualize strategic issues faced by the Authority and apply appropriate and cost-effective solutions. ▪ Strong accountability quality and turns criticisms and /or negative outcomes to positive opportunities ▪ Has the functional and technical knowledge to carry out the CEO's duties to a high level of accomplishment. ▪ Makes sound decisions based on common sense, experience and good judgment without prejudice. ▪ Anticipates implications and applies effective judgment to develop solutions.
Creativity and Innovation	<ul style="list-style-type: none"> ▪ Consistently generates and employs original ideas, tackling both simple and

	<p>complex problems.</p> <ul style="list-style-type: none"> ▪ Drives and steers the change agenda and demonstrates understanding of the complex range of factors which effect change. ▪ Ensuring a safe and happy work environment for all employees where they can freely express their creativity and individuality and still value being part of the Authority.
EXPERIENCE & PAST WORK PERFORMANCE	DESCRIPTOR
	<p>Proven experience in management or leadership with a minimum of eight (8) years of services in public or private sector in the following areas:</p> <ul style="list-style-type: none"> ✓ Export/trade facilitation and development ✓ Leading diverse group of people with diverse needs-producers, farmers/exporters, business people and government employees
ACADEMIC QUALIFICATION	DESCRIPTOR
	<ul style="list-style-type: none"> ✓ A relevant tertiary qualification preferably with a post-graduate degree in economics/commerce (marketing and statistics), international relations with emphasis on trade and export negotiation, and other sciences. ✓ Specialized trainings related to the position is essential.

OTHER INFORMATION

REMUNERATION & TERM	DESCRIPTOR
	<ul style="list-style-type: none"> ▪ The position is for a period of three (3) years. ▪ The salary for the position is SAT\$119, 023 – 123,624 p.a before tax. This is inclusive of contribution to the National Provident Fund and contribution to the Accident Compensation Corporation.

BENEFITS

Duty Station:	Samoa Export Authority, Head Office at Vaitele, Apia (Samoa)
Duration:	Three (3) years
Salary:	SAT\$119,023 – 123,624 p.a
Hours of Attendance:	The standard hours of attendance is Monday – Friday from 9.00am to 5.00pm excluding Cabinet endorsed holidays
Performance Reviews:	The Appointee's performance shall be reviewed in accordance with the Schedule D of the Contract of Employment.
Annual Leave:	25 days' annual leave per annum
Sick Leave:	25 days' sick leave per annum
Vehicle:	The Employer will provide a vehicle for the Employee to use for business and private use in accordance with Government policy and relevant legislation relating to the provision and use of Government vehicles. The vehicle allocated to the Employee must have a Government number plate.
Telephone Expenses:	The Appointee is entitled to a non-taxable annual telephone allowance of SAT\$3,600.00 per annum.
Other Leave:	The Appointee is also entitled to other leave in accordance with the Human Resource Policy of the Employer (where applicable), as approved by its Board.

End of Contract Benefits:	The Appointee is entitled, at the expiry of the Contract Term; to payment of the equivalent of fifteen (15) working days of net pay bonus pay out for every year of the Contract served.
National Provident Fund:	Samoa Export Authority shall pay a percentage of the Appointee's contribution of another rate prescribed by the National Provident Fund from time to time.
Accident Compensation Corporation:	Samoa Export Authority shall pay a percentage of the Appointee's contribution or another rate prescribed by the Accident Compensation Act 1989.
Duty Travel:	The Government, Authority, development partner or relevant body meets all travelling expenses at prescribed rates necessarily incurred by staff required to travel away from Apia on official duty travel,
Regional/International Recruited Staff:	A successful candidate recruited from overseas is responsible for all costs associated with relocation and will not be the responsibility of the Samoa Export Authority.