SAMOA EXPORT AUTHORITY

CHIEF EXECUTIVE OFFICER

JOB DESCRIPTION

BACKGROUND

The Samoa Export Authority Samoa Export Authority (SEA) was established by the Government as the entity tasked with building a stronger, more resilient Samoa by enhancing export development and market access. The Samoa Export Authority Act 2024 (the "Act") was passed by Parliament in its August 2024 sitting and came into force on 22 August 2024 when it was signed by the Head of State of the Independent State of Samoa.

As per Section 5 of the SEA Act 2024, the primary function of the SEA is to effectively promote exports or export products from Samoa. In performing its functions, the SEA shall liaise and cooperate with any relevant Government Ministry or Agency, Private Sector or Civil Society, to ensure that strategic planning and arrangements are in place to deal with exports from Samoa.

In addition to its principal function, the roles and responsibilities of the SEA include, to:

- Facilitate and coordinate export development;
- Facilitate and coordinate an enabling environment for the revival and growth of the export sector;
- Find new markets for Samoa's export sector;
- Facilitate and coordinate needed research;
- Ensure the provision of coordinated support;
- Liaise with producer and export groups and other key parties including key organisations of government, private sector, civil society, overseas markets on logistical matters affecting exports;
- Promote and facilitate compliance with market requirements;
- Facilitate and coordinate the availability of needed capacity building for exporters and other parties of the export value chain;
- Manage supply and demand dynamics and issues including competition, pricing, costs and other aspects of the export supply-demand chains; and,
- Any other relevant function which promotes or develops the export industry in Samoa.

Overall, the SEA was established to increase Samoa's exports, strengthen local production and expand access to international markets, thereby supporting Samoa's economic growth. These objectives are particularly important given Samoa's significant merchandise trade deficit, where the value of imports substantially exceeds the value of exports. According to the Samoa Bureau of Statistics, the total amount of imports to Samoa in 2025 was ST$1.36b while exports was ST$71.8m, resulting in **trade deficit of ST$1.26b**. For 2024, total imports were ST1.1b and total exports was onlyST100.9m, resulting in a **trade deficit of ST1.04b**. These

trade deficit figures explain why strengthening domestic production, diversifying exports and expanding access to overseas markets are important national economic priorities for Samoa.

SEA VISION

According to the SEA Corporate Plan 2025/2026 – 2029/2030, the vision of the Samoa Export Authority is to achieve a strong and resilient Samoa with equitable growth that benefits all its people, driven by the transformative power of export trade.

SEA MISSION

The SEA Corporate Plan 2025/2026 – 2029/2030 the mission of the Samoa Export Authority is to lead the development of Samoan products to international markets, and improve market access for local exporters.

This work will be in partnership with other government agencies, district councils, farmer organizations, private sector and development partners.

SCOPE

	Management	Staff
STAFF #	**4**	

POSITION DETAILS

Position Title: Chief Executive Officer	**Position Salary:** (CEO G D: SAT$120,213.00 – SAT$124,857.00) per annum.
Salary Band: Band D	
Location: Head Office at Vaitele, Apia, Samoa	

ACCOUNTABILITY

Section 18 (3) of the Samoa Export Authority (SEA) Act 2024 states that the Chief Executive Officer shall be responsible to the Board for the effective and efficient management of the SEA.

POSITION OBJECTIVES

The primary focus of the Chief Executive Officer is to serve as the administrative Head of the SEA, and is responsible for the execution of the SEA's functions under the SEA Act 2024 and implementing its Corporate Plan 2025-2026 – 2029/2030. He/she will provide policy advice to the Responsible Minister and Cabinet on areas relating to the functions, roles and responsibilities of the SEA. The appointee will lead the planning and operationalizing of export development and facilitating trade promotion to increase the accessibility of Samoa's goods and services to existing and new markets.

DUTIES AND MAIN RESPONSIBILITIES

1. Lead the implementation of the SEA's Corporate Plan, Annual Work Plans, Service Charters and all other operational requirements in line with the Government policies, directives and Strategy for further development.
2. Ensure operational policies and manuals are developed to guide the SEA's work and management of resources.
3. Ensure the mandated and timely preparation and submission of:
    a) Annual Reports to Parliaments
    b) Monthly Financial Reports to the Board, and,
    c) Annual Report and Quarterly Reports to the Ministry for Public Enterprises and other relevant stakeholders.
4. Oversee the review of laws and policies that affect production, exports and market access.

5. Ensure policy papers and Cabinet Submissions are prepared, presented to the SEA Board for approval and submitted to the Ministers as required.
6. Work with relevant government ministries and agencies to improve laws and policies supporting export development
    a) Lead and coordinate export development to increase the value and diversity of Samoa exports and improve access to overseas markets, contributing to Samoa's broader trade objectives. Use trade statistics and market intelligence to identify priority export opportunities;
    b) Develop and monitor export-development targets in line with the SEA Corporate Plan and annual work plans; and
    c) Coordinate with relevant government agencies, the private sector and other stakeholders to support export development and improve market access.
7. Strategize on sustainability of primary supplies, Export Development, Market Access and Market Expansion through:
    a) Establishing partnerships with stakeholders on implementation of the 5-year SEA Corporate Plan (2025/2026-2029/2030);
    b) Preparation of Annual Budgets and Work Plans, identifying clearly resources required, responsible staff, timelines for execution and targets to be achieved annually;
    c) Supporting a Agriculture Sector Export-Readiness Programme focusing on the commercialization of production systems and farming practices, in partnership with DDA, MAF, MNRE, SROS and SAME;
    d) Lead the Flagship 1 million Coconuts a year replanting programme;
    e) Comprehending and familiarizing 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
    f) Submission of monthly, quarterly and bi-annual reports to appropriate institutions as required.
8. Strengthen evidence-based planning and accountability:
    a) Establish trade-performance monitoring, aligning annual work plans with export outcomes, and reporting progress to the Board.
9. Lead, manage and mobilize resources for the efficient and effective 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, avanilla etc) and promote standards and branding.
10. Articulate conceptual thinking and analytical tools to access Market 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.

11. Build relationships and work collaboratively with MFAT, MCIL, DDA, MNRE, SROS, MCR and MAF
    a) Work in partnership and collaboratively with internal agencies such as MFAT and MCIL, whose legal mandates include trade and export functions;
    b) Work closely with the MAF, DDA, SROS and SAME in the commercialization of farming practices for achieving economies of scale in supplies and exports development.
12. Develop yourself and mentor others:
    a) Advocate and promote capability building strategies for a competent SEA 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.
13. Effective Communication
    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.
14. Represent the Government of Samoa in and or deal with international and regional organizations, institutions and forums.

KEY DELIVERABLES

1) Annual export-development plan submitted to the Board for approval setting out the years export priorities, measurable targets, planned activities and progress against plans quarterly.
2) Completed review of legislative and regulatory frameworks related to business environment in support of increased production and productivity, manufacturing and trade.
3) Develop and implement an Agriculture Sector Export-Readiness Programme with documented activities, participating farmers or business, training delivered and progress towards meeting-export market requirements
4) Lead and oversee the implementation of the SEA Corporate Plan by establishing effective organizational policies, strategies and operational plans; targeting human resource development and capacity strengthening; and using an integrated performance monitoring, evaluation and learning framework to ensure the achievement of agreed Key Performance Objectives (KPOs) within the three-year contract term.

SELECTION CRITERIA

POSITION SPECIFIC COMPETENCIES	
SKILLS AND ABILITIES	**DESCRIPTORS**
Strategic Thinking	▪ Articulates a clear vision of the SEA inspires a sense of shared purpose and direction and drives the SEA's vision and long-term direction. ▪ Ability to use official trade data and market intelligence to identify opportunities to increase exports and improve competitiveness. ▪ Ability to recognize opportunities that the SEA 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 SEA'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	▪ Nurtures internal and external relationship ▪ Values individual's differences, strengths and potential and harness these to achieve the SEA'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'aSamoa) and especially high level in negotiation skills with the cultural setting in villages.
Delivers / achieves results / outcomes	▪ 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	▪ 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 and experience through the integration of structures, systems and teams to better achieve objectives. ▪ 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	▪ 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	▪ 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 favour, 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	▪ 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	▪ 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 SEA 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	▪ Consistently generates and employs original ideas, tackling both simple and complex problems. ▪ 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 SEA.
EPERIENCE & PAST WORK PERFORMANCE	**DESCRIPTOR**
	Proven experience in management or leadership with a minimum of eight (8) years of services in public or private sector in the following areas: ▪ Export/trade facilitation and development ▪ Leading diverse group of people with diverse needs-producers, farmers/exporters, business people and government employees ▪ Strong skills in strategic planning, stakeholder engagement, performance management.
ACADEMIC QUALIFICATION	**DESCRIPTOR**
	▪ A relevant tertiary academic record 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.