

POSITION DESCRIPTION

Position details

POSITION TITLE: SAMOA IBFC JUNIOR OFFICER – MARKETING UNIT

Team/Division: Samoa IBFC Division, Samoa International Finance Authority

Location: Level 3, Development Bank of Samoa Building, Apia, Samoa

Salary Range: \$21,444.75 to \$30,318.10

Our Purpose

SIFA is responsible for the incorporation and registration of international companies, and is also the regulatory authority for international companies, international banks, international insurance companies, international mutual fund companies and international trust companies.

Our purpose is to play a legitimate and integral role in international financial services where our solutions allow financial planning and risk management and makes possible cross-border vehicles necessary for international financial services.

SIFA's Marketing Company, the Samoa International Business Finance Centre ("Samoa IBFC") is incorporated as its subsidiary company, wholly owned by SIFA. Its purpose is to promote, develop and grow the international financial services industry of Samoa through close cooperation with SIFA.

As one of Samoa's largest government income earner, we invest our funds back into our community through sponsorship of projects that benefit Samoa's economic growth.

How we work

SIFA is governed by a board of directors and led by the Chief Executive Officer. We employ forty-six (46) staff, divided into four Divisions - Registration, Compliance, Finance & Corporate Services and its subsidiary Company, the Samoa International Business Finance Centre (Samoa IBFC). The team goals become the individual members goals and all are expected to work together to achieve this. All team members are expected to learn all areas within the team's responsibility, become multi-skilled and able to step in at short notice into any role. On-the-job knowledge, positive attitude, exceptional performance and experience is valued and rewarded. We want people's hearts, not just their skills. We want people who have a heart for their team, a heart for SIFA and a heart for Samoa.

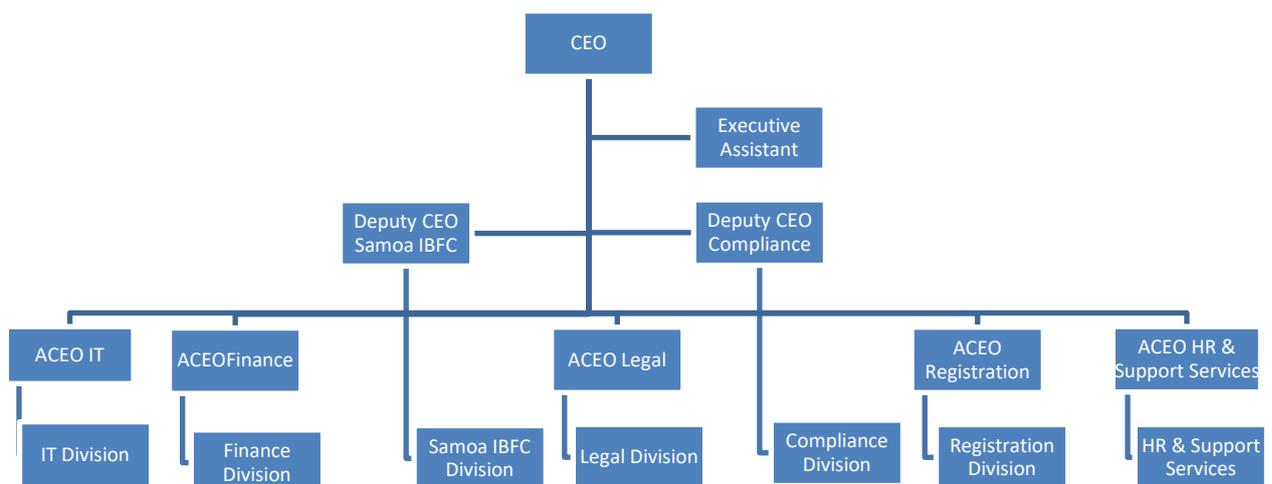
Using democratic style of communication, team members are encouraged to discuss and take ownership of team decisions. There is a high level of trust between management and staff. We trust our staff to be committed to their role and will carry out their tasks. The success of the team is based on everyone in the team pulling its weight. Because the team depends on each other to achieve its goal, team colleagues are likely to call out the individual that is not pulling their weight. Staff are empowered, encouraged and trusted to make decisions having received clear guidelines, training and competency measurements.

Our aspiration is that SIFA is a great place to work where great work gets done. We believe in harnessing the potential of our people and the diverse skills and life experiences they bring to SIFA.

Our character

- Shape** We shape the agenda by challenging the status quo, and by generating and adopting new ideas, to bring those ideas to life. Although we value this competency in all staff, this competency is expected from each Chief Manager. This means asking ‘why not?’ instead of ‘why?’ and leveraging off the collective that is SIFA in the pursuit of goals that stretch right across teams, divisions and even across government, financial and international bodies.
- Collaborate** We support each other, engage early and proactively partner in pursuit of shared goals. Although all staff are expected to collaborate, this is a competency expected of all Section Heads. This means Section Heads are expected to coordinate and influence their teams requiring a high level of communication skills. They partner with their team members to have input into how they will achieve the team goals.
- Deliver** We have a can do attitude, take ownership, act with purpose, urgency and discipline, take calculated risks, celebrate success and learn as we go. This is the key role of all team members, to take pride in delivering consistently high quality services. The core deliverers are the workers that provide our core services.

Our structure



Position Purpose

The Samoa International Business Finance Centre (“Samoa IBFC”) delivers the core services of the Business Development Division by collaborating with their team to ensure that development strategies are in line with international regulatory standards. It markets SIFA’s international financial services and manage the administration of sponsorship.

The Samoa International Business Finance Centre combines the marketing and business development aspect for SIFA, each with distinct functions that ultimately seek the same goal. With this in mind, Samoa IBFC roles are divided in two units, the Marketing Unit and the Business Development Unit.

The Marketing Unit focuses on developing a competitive advantage by generating brand awareness and promoting the solutions and services of Samoa, essentially to educate existing and potential clients interested in Samoa. This includes but not limited to event management, ensuring social and digital communication strategies are managed effectively as well as management of the Sponsorship portfolio.

The Business Development Unit focuses on new markets, building relationships and generating leads through data streams/analysis and networking opportunities. This includes but not limited to coordinating reviews and market research to ensure Samoa's international finance solutions are up to date and making recommendations for product reviews.

On the whole Samoa IBFC functions involve the promotion and marketing activities, managing sponsorship and leveraging activities. They formulate reviews of international services and marketing trends. They research and develop promotional strategies in line with international standards. They review and recommend referrals from conference organisers. They manage sponsorship portfolio, provide graphic support, design advertising, research support of performance evaluation of marketing initiatives, and assist in promotional and presentation preparations to cabinet and board, and manage the Samoa IBFC website. Research is conducted on international business sector and assist with necessary legislative changes. Research also includes cross jurisdiction performance analysis, and assess community sponsorship proposals.

An inexperienced Marketing Officer will be offered training and guidance and is expected to take on these full responsibilities, able to cover all areas of Marketing and promotional work within 10 years. An experienced Marketing Officer is expected to provide advice on best practices and standards and assist in the designing and implementation of regulatory and supervisory standards and procedures.

Key Relationships

Internal

- CEO
- Chief Manager Business Development
- Legal Section
- Compliance Section
- Registration Section
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External

- Licensed Trustees
- SIFA Board of Directors
- Sponsored Organisations
- Conference Organisers
- Overseas Regulatory Authorities
- Law Firms
- Accounting Firms
- Overseas Trust Companies

PERSONAL REQUIREMENTS

Below is a list of requirements to consider in light of the Job description and requirements expected:

- **ESSENTIAL: Minimum qualifications will be a Bachelors degree completed from a recognised University with preference in Marketing, Public Relations, Business Management or related field.**
- **ESSENTIAL: Must have working knowledge of computer graphics design software**
- **ESSENTIAL: Must be able to demonstrate creative skills for graphics design, visual arts or marketing strategies**
- Although not essential, preference will be given to those with experience in a similar regulatory authority or financial industry.
- Strong understanding of marketing principles and best practices

- Excellent communication and presentation skills – spoken and written English & Samoan. Ability to speak Mandarin is an advantage.
- Report writing skills that is clear, concise and fluent that is appropriate and readily understood by the intended audience.
- Presentation skills including having smart corporate dress appearance
- Maintaining integrity and high ethical standards in the conduct of work
- Guided by values of honesty, impartiality, respect, transparency and accountability
- Good sound knowledge of all legislation SIFA is responsible for or at least willing to learn having researched and read it at least.
- An active interest in changes in the international financial services centre related legislation and is proactive in seeking out the latest knowledge, able to benchmark SIFA against other centre performances.
- Ability to communicate effectively with people at all levels
- A strong client service attitude, with sound relationship management skills
- Must be computer literate with demonstrated proficiency in the use of Microsoft (MS) Office programs, especially in MS Word and Excel.
- Must have the legal right to live and work in Samoa

Responsibilities of this position are expected to change over time as the Authority responds to changing needs. The incumbent will need the flexibility to adapt and develop as the environment evolves.

KEY DELIVERABLES

Key Accountability or deliverables	Indicators of success
<p>Delivery of SAMOA IBFC Services – Graphic work and design</p>	<ul style="list-style-type: none"> • Agreed turnaround and quality graphics and creative concepts are completed in a timely manner • Articles and newsletters are completed with relevant artwork published on a timely basis. • Samoa is marketed as a reputable centre for international financial services. • SIFA have confidence in the processes in place • Appropriate promotional fixtures are developed, devised and maintained for the effective implementation of the marketing plan. • You are aware of your teams’ policies and procedures. You assist in keeping it up-to-date regularly. • High quality production of marketing graphics is timely produced. • Branding and leveraging activities are well managed. This includes signage and merchandise. • Assist in gathering registration and compliance trends/results for promotional strategies. • You assist in managing SIFA’s sponsorship portfolio. • Assist in the design of effective and targeted advertisements • Assist in the creation and execution of marketing campaigns across various channels, such as online advertising, social media, email marketing and print media. • Prepare well researched support to management. This includes ongoing performance evaluation of marketing initiatives. • Provide research and database management support • Effective promotional collateral and presentations are delivered
<p>Contribute to and promote SIFA strategic plan</p>	<ul style="list-style-type: none"> • SIFA annual strategic plan includes marketing and business development related goals that you support; • Dispatch notices and correspondences pertaining to the work of Samoa IBFC; • Assist in the preparation of awareness documentations and programmes;

	<ul style="list-style-type: none"> You support your division's own annual plan that is aligned to SIFA's plans; You are committed to and believe the goals set out in the plan is achievable. The team has a sense of ownership of the plan; SIFA is able to leverage itself through promotional material due to the professional layout and content that your team gathers and present in a positive manner.
Maintain effective relationships with key stakeholders	<ul style="list-style-type: none"> External clients have a positive respect and professional perception of SIFA Business Development work. Prepare report on queries received and resolved on a monthly basis; Opportunities for profiling SIFA are identified Liaise with sponsored organisations to provide feedback on the professional management of their dealings with SIFA after specific Events; Assist with the preparation of reports and minutes for regular meetings with the Trustee Companies; You have a network of relationships with similar promotional Authorities and prospective clients
Business Development division and SIFA contribution and membership	<ul style="list-style-type: none"> All Samoa IBFC team members work constructively with peers and colleagues. 360 degree feedback reflects your own contribution and the team contribution. Actively contribute to team activities and meetings. Demonstrate commitment to team/management decisions and goals. Participate in informal training/sharing information amongst colleagues and other SIFA staff. Assist in the preparation of research papers international business sector and related services are provided Assist in the effective coordination and cooperation between the Public Sector Agencies, Private Corporations, and non-governmental organisations concerned in any way with International Financial Services.

Competencies

Competency	What does this mean?	Level Required
Cultivates Innovation	Shape the agenda, crafting new and better ways for the organisation to be successful, by <ul style="list-style-type: none"> Coming up with useful ideas that are new, better or unique Challenging the status quo Introducing new ways of looking at problems Generating and adopting new and creative ideas, and putting them into practice Encouraging diverse thinking to promote and nurture innovation. 	Delivery level
Nimble Learning	Actively learn through experimentation when tackling new problems, using both successes and failures as learning fodder, by <ul style="list-style-type: none"> Learning as we go, when facing new situations Experimenting to find new solutions Taking on the challenge of unfamiliar tasks Extracting lessons learned from failures and mistakes Being flexible and responsive to changes in requirements Identifying personal learning opportunities Finding own solutions were possible 	Delivery level

Collaborates	<p>Support others, building partnership and working collaboratively with others to meet shared objectives, by</p> <ul style="list-style-type: none"> • Working co-operatively with others across SIFA, government sector and external stakeholders group to achieve shared objectives • Balancing competing interests and priorities appropriately and in line with SIFA priorities • Identifying, engaging early and partnering with relevant stakeholders to get work done • Crediting others for their contributions and accomplishments • Gaining trust and support of others • Addressing behaviours that do not align with our culture • Seeking and respecting the views and opinions of others • Providing timely and helpful information to others across the organisation 	Delivery level
Customer Focus	<p>Build strong customer relationships and delivering customer-centric solutions, by</p> <ul style="list-style-type: none"> • Gaining insights into customer needs • Delivering quality, accurate, timely service and customer focussed solutions • Identifying opportunities that benefit the customer focused solutions • Building and delivering solutions that meet customer expectations • Establishing and maintaining effective customer relationships • Pro-actively partnering in pursuit of shared goals 	Delivery level
Action Oriented	<p>Take on new opportunities and tough challenges with purpose, urgency and discipline, by</p> <ul style="list-style-type: none"> • Readily taking ownership and action on challenges, without unnecessary planning and being accountable for the results • Identifying and seizing new opportunities • Displaying a can-do attitude in good and bad times, and celebrating success • Stepping up to manage tough situations and encouraging my colleagues to do the same 	Delivery level
Decision Quality	<p>Make good and timely decisions that keep the organisation moving forward, by</p> <ul style="list-style-type: none"> • Making sound decisions, even in the absence of complete information • Relying on an appropriate mix of analysis, wisdom, experience and judgement to make valid and reliable decisions • Considering all relevant factors and using appropriate decision-making criteria and principles, taking calculated risks where required. • Recognising when a quick 80% solution will suffice, and when it will not • Analysing information to make effective decisions in order to improve performance 	Delivery level

Organisational commitment and public service	<p>Role Models the standards of integrity and conduct for the Public Services. Contributes to the development of, and helps promote and builds commitment to SIFA’s vision, mission, values and services, by</p> <ul style="list-style-type: none"> • Willingly undertaking any duty required within the context of the position • Managing own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents and incidents • Understanding Equal Employment Opportunities (EEO) principles and the application of these to SIFA • Complying with all legislative requirements and good employer obligations 	Delivery level
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