

JOB DESCRIPTION

Junior Professional Officer, E-learning

Category / Staff Rules	Junior Professional Officer / P-2
Division / Section	Division of Market Development (DMD), Trade Facilitation and Policy for Business (TFPB)
Duty station	Geneva
Comments	1 Year with possible extension

ORGANISATIONAL CONTEXT AND ORGANISATIONAL SETTING

The International Trade Centre (ITC) assists developing and transition economy countries to take advantage of expanding trade opportunities in an increasingly complex global environment. ITC supports Trade Impact for Good, promoting sustainable and inclusive development goals through trade.

Division of Market Development:

Under the new structure, the Division of Market Development houses all teams that work on 'Providing Trade and Market Intelligence', thought leadership over SME competitiveness issues, and on 'Building a Conducive Business Environment', including the trade strategy, trade facilitation and trade negotiations and policy reform teams, in addition to the SME Trade Academy. In light of rapidly growing demand for the latter's e-learning courses, staff specialized in training course development were centralized in the SME Trade Academy.

The Division of Market Development is responsible for two of ITC's focus areas: Providing Trade and Market Intelligence and Building a Conducive Business Environment. The Division provides thought leadership on MSME competitiveness issues through statistical information and thematic analysis and in matters linking MSME international competitiveness with the 2030 Agenda for Sustainable Development. It provides competitive intelligence services that enable MSMEs to permanently scan the information landscape to access and interpret information about trade trends, technologies, innovation, customers, competitors, and distributors. It also supports governments in the design and implementation of export development strategies, as such assisting them in identifying where priorities for action lie to support MSMEs in their international activities and backward linkages. Furthermore, the Division supports enterprises and business associations to provide a private sector perspective in the formulation of trade strategies and policy and regulatory reform at national and regional level. The Division promotes inclusive public-private dialogue to address obstacles to international trade and investment and to provide customised solutions to remove them.

Trade Facilitation and Policy for Business:

Policy and regulatory choices have a significant impact on SME competitiveness and play a crucial role in determining whether SMEs are able to link to value chains. ITC supports developing countries in fostering a business environment that is conducive to trade growth by facilitating the inclusion of the private sector perspective into the policy-making process. The agency assists in institutionalising public-private dialogue for the formulation of trade strategy and policies at national and regional levels. ITC helps developing countries and economies in transition build a more conducive business environment by:

- Supporting policy makers, TSIs and the private sector to implement the WTO Trade Facilitation Agreement;

- Supporting public and private sector partners to lead the development of export strategies, and implementation management plans to make these strategies a reality;
- Facilitating the development of a stronger private sector voice in policy-making processes, including the WTO accession process;

Strengthening local institutions for a sustainable, home-grown approach that embeds public-private partnerships in policy processes.

TFPB is also responsible for ITC's E-learning programme and hosts the SME Trade Academy, which offers practical, vocational training online on a large variety of trade-related themes.

ITC's E-learning programme:

In line with ITC's Strategic Plan, the overall purpose of the E-learning Programme is to implement a common and unified approach of E-learning in ITC, based on established pedagogical guidelines, course models, delivery templates and coordinated curriculum. The programme supported the creation of seventy E-learning modules integrated in a wide range of E-learning topics (see learning.intracen.org).

The SME Trade Academy platform is a one-stop training portal for trade and investment support institutions (TISIs) and SMEs, offering online vocational training, with courses ranging from export marketing to supply chain management and access to finance for SMEs. The Academy has welcomed over 27,000 online trainees in just over three years of existence and has allowed ITC to reach a much higher number of trade advisers, TSIs and SMEs than is possible through traditional classroom-based courses in the field.

The goal of this job function is to participate in the development of the E-learning programme of ITC, its customised curriculum, and the learning platform - the SME Trade Academy - thereby supporting ITC to optimize its technical assistance services, increase its outreach, impact and training capabilities.

DUTIES AND RESPONSIBILITIES

Under the overall guidance of the Chief, **Trade Facilitation and Policy for Business**, and direct supervision of the E-learning Programme Manager the Junior Professional Officer will:

Conduct business development activities:

- Participate in raising the programme's profile with internal and external stakeholders, through presentations, reaching out to relevant people, preparing donor briefs, etc.;
- Develop, organize and maintain a database of donors with interest towards online learning and technology-facilitated learning;
- Prepare documentation and proposals for business development activities;
- Contribute to course curriculum development
- Design and organize business development activities such as briefings to officials from country partners, institutions and relevant private sector actors;
- Lead the organisation of events, in Switzerland and abroad, in which the SME Trade Academy has a presence, either with a booth, ITC speakers or in other forms;

Manage the intelligence collected through the learning platform:

- Establish a system which supports the extraction of value-added information from the learner management system (LMS), in support of external communications;
- Manage the learner database and participate in integrating it with ITC's CRM;
- Set-up procedures to collect, and exploit LMS-related statistics and produce relevant analytics and metrics to measure success;
- Participate in measuring CO2 emission reductions related to the E-learning practice;

- Ensure that standard operating procedures (SOPs) are produced and applied with a view to support quality accreditation of courses and the programme;
- Support the overall E-learning programme quality through lean knowledge management structure and systems.

Participate in developing and implementing the E-learning programme marketing plan:

- Support the programme through the creation of marketing material such as leaflet content, slide presentations, short articles, newsletter elements, etc.
- Participates in developing and implementing the social media strategy of the E-learning programme (Twitter, LinkedIn, Facebook, etc.);
- Conduct periodic emailing campaigns using the established process for targeted messages to former participants;
- Develop a system allowing partner institutions to conduct their own marketing campaigns on the SME Trade Academy, with their members.
- Perform any other related duties as required.

REQUIRED COMPETENCIES AND KNOWLEDGE

ITC'S VALUES are: Integrity, Professionalism, Respect for Diversity

ITC'S CORE COMPETENCIES are: Communication, Teamwork, Planning & Organizing, Accountability, Creativity, Client Orientation, Commitment to continuous learning, Technological awareness.

CRITICAL JOB-SPECIFIC COMPETENCIES

- Communication
- Teamwork
- Client orientation.

Mandatory knowledge and skills

- Strong drafting and communication skills
- Tact and diplomacy dealing with individuals in a multi-cultural setting, both internally and externally
- Ability to present and engage with clients / partners
- Good knowledge of marketing concepts
- Knowledge of economic development and trade in developing countries.....

Desirable knowledge and skills

- Knowledge of technology-facilitated learning
- Understanding of managing databases
- Online marketing, social media experience
- Understanding of E-learning (notably as a student)
- Knowledge of trade-related technical assistance
- Understanding of learner management system (LMS) key functions...

REQUIRED QUALIFICATIONS

Education

Advanced university degree in economics, business, international development or international relations or related field.

Note: A first level university degree with a relevant combination of academic qualifications and professional experience may be accepted in lieu of the advanced university degree.

Experience

A minimum of two years of progressively responsible, relevant professional experience.

Languages

Advanced English and working knowledge of French or Spanish. Knowledge of other UN official languages is an asset.

LEARNING ELEMENT

The Junior Professional Officer will join a dynamic team which developed ITC's E-learning programme and has created ITC's E-learning platform over the past three years. This platform is called the SME Trade Academy. He/she will be involved in activities that touch every aspect of trade development, as E-learning is a technical assistance delivery mode which has proven to be one key element in ITC's ability to expand its reach and impact. E-learning also helps ITC to optimize its resources, reduce its CO2 emissions while reaching out to a larger number of beneficiaries around the world, with a vast portfolio of online courses.

On completion of the assignment, the Junior Professional Officer is expected to have a clear understanding of trade-related technical assistance, especially through the use of web-based technologies and E-learning pedagogy.

Through the assignment, the Junior Professional Officer will:

- Acquire an in-depth knowledge of ITC's approaches to economic and social development
- Develop skills in building partnerships and working with various internal and external stakeholders ranging from other sections in ITC, international organizations, local foreign missions, national institutions, trade and investment support institutions, IT players, and NGOs.
- Be exposed to projects' lifecycle from the idea stage to design, partnerships, implementation, monitoring and evaluation.
- Interact with a wide variety of technical experts in and outside ITC, as well as funders, and clients in the field
- Gain a better understanding of trade-related development work on the ground through field missions.
- Develop expertise in the fast-moving E-learning environment, with an ability to develop course content, deliver online training projects for developing countries clients and acquire a solid understanding of vocational training opportunities and challenges for SMEs and trade support institutions around the world.

In addition, the JPO will be able to participate in corporate training courses to better understand ITC's mandate and operations, and to more effectively serve ITC's beneficiaries.

BACKGROUND INFORMATION

Team/Organizational chart

