



UNITED STATES MISSION IN CANADA, VACANCY ANNOUNCEMENT

Location: OTTAWA, CANADA

**AGRICULTURAL MARKETING SPECIALIST
TRAINING/DEVELOPMENTAL LEVEL
VACANCY NUMBER: 16-96A**

Tuesday, November 1, 2016

This Vacancy is **Open**

OPEN TO: All Interested Candidates / All Sources
Applicants who responded to Vacancy Announcement 16-96 need not reapply as their applications will be considered.

POSITION: Agricultural Marketing Specialist **Grade:** FSN-9; FP-5

OPENING DATE: Tuesday, November 1, 2016

CLOSING DATE: Tuesday, November 15, 2016

WORK HOURS: Full time; 40 hours per week

SALARY: Ordinarily Resident FSN-9, 59,140 CAD p.a.
Not-Ordinarily Resident FP-5, 44,250 USD p.a.*
*Final grade/step for NORs will be determined by Washington.

LENGTH OF HIRE:N/A

NOTE: ALL ORDINARILY RESIDENT (OR) APPLICANTS (SEE APPENDIX A FOR DEFINITION) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCE PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

The U.S. Embassy in OTTAWA is seeking an individual for employment in CANADA for the position of Agricultural Marketing Specialist in the Foreign Agricultural Office.

BASIC FUNCTION OF POSITION

The Agricultural Marketing Specialist is knowledgeable of host country marketing practices, trade opportunities, and market access issues affecting U.S. agricultural products. Incumbent serves as an advisor to the Agricultural Minister-Counselor (MC) on marketing and market access issues of U.S. agricultural products with the ultimate aim of increasing U.S. exports to Canada. Incumbent assists and collaborates with the Senior Agricultural Marketing Specialist in Toronto to oversee contractors, suggest and implement strategies to coordinate marketing programs as well as address market access issues restricting the entry of U.S. agricultural products. At the

direction of the MC, the incumbent researches the major market access constraints and trade opportunities, monitors developments in trade policy and competitor activities affecting U.S. trade interests, and drafts reports detailing market access constraints facing U.S. processed and high value agricultural products in Canada. In coordination with the MC, develops marketing programs that facilitate the entry of U.S. products; this involves planning, coordinating, and implementing joint marketing initiatives and strategies to increase market access with over 30 U.S. agricultural trade associations (i.e. cooperators). In Canada, identifies niche markets where opportunities for U.S. agricultural products exist and then researches and writes market briefs for publication on USDA's website.

QUALIFICATIONS REQUIRED

NOTE: Applicants must address each required qualification listed below with specific information supporting each item. Failure to do so may result in a determination that the applicant is not qualified.

- 1. Education:** Possession of a Bachelor's Degree in Agricultural Economics, Marketing/Business, Economics, International Trade/Relations, Communications/Journalism.
- 2. Experience:** Minimum two years of progressively responsible experience in agricultural (food/beverage) trade access and trade marketing/communications, including market analysis, promotion, agricultural reporting or work requiring application of broad management skills.
- 3. Language:** Level IV (Fluent) speaking/reading/writing English.
- 4. Knowledge:** Broad knowledge of world and U.S. market situation for agriculture/food products. A good understanding of USDA agricultural marketing programs, policies, regulations and procedures and a similar understanding of Canadian laws, policies, regulations, procedures and government policies pertaining to agricultural marketing and trade. A thorough knowledge of market mechanisms, constraints and practices for the various agricultural commodities and processed foods in Canada and the opportunities for U.S. products in Canada. Knowledge of export assistance programs, market development programs and commercial export programs. Knowledge of commercial marketing methods, techniques and practices. Knowledge of U.S. and Canadian agricultural and trade situations and agriculture business organizations that have strong agricultural trade and investment programs.
- 5. Skills and Abilities:** Ability to develop and maintain an extensive range of medium to senior level contacts in the host government and private sector. Ability to utilize those contacts in gathering information relating to all phases of agricultural development in Canada, including legislative, regulatory, and procedural changes. Ability to interrelate agricultural marketing developments to the broader Canadian political, economic and sociological forces. Ability to plan, organize and manage broad programs for marketing U.S. agricultural products; and to identify market access issues affecting U.S. agricultural products and to design synergistic strategies to mitigate or reduce them. Strong leadership skills required to initiate and pursue projects and to seek consensus among agricultural cooperator groups, industry, and government. Ability to prepare well-crafted and thorough reports and presentations, in grammatically correct English, to analyze the impact and success of various

marketing strategies and market access constraints, with forecasts of future trends or changes in the agricultural field. Must be skilled in using computer software: including word processing software, presentation software, data base software and accounting spread sheet software; public speaking skills. Ability to communicate effectively in oral presentations and in writing. Ability to render advice with detachment and objectivity employing sound and expert professional judgment. Ability to communicate effectively and to serve as professional briefer and public speaker. Ability to carry on intelligent trade dialogues and to influence officials or trade representatives to act in U.S. interests to ultimately resolve market access issues facing U.S. agricultural products.

6. Interpersonal Skills: Exceptional interpersonal and communication skills.

SELECTION PROCESS

HIRING PREFERENCE SELECTION PROCESS: When qualified, applicants in the following hiring preference categories are extended a hiring preference in the order listed below. Therefore, it is essential that these applicants accurately describe their status on the application. Failure to do so may result in a determination that the applicant is not eligible for a hiring preference.

HIRING PREFERENCE ORDER:

- (1) AEFM / USEFM who is a preference-eligible U.S. Veteran*
- (2) AEFM / USEFM
- (3) FS on LWOP**

* **IMPORTANT:** Applicants who claim status as a preference-eligible U.S. Veteran must submit a copy of the most recent Member Copy Four (4) of the DD-214, Certificate of Release or Discharge from Active Duty, and, if applicable, a letter from the U.S. Department of Veterans Affairs. If claiming conditional eligibility for U.S. Veterans' preference, applicants must submit proof of conditional eligibility. If the written documentation confirming eligibility is not received in the HR office by the closing date of the vacancy announcement, the U.S. Veterans' preference will not be considered in the application process. Mission HR's decision on eligibility for U.S. Veterans' preference after reviewing all required documentation is final.

** This level of preference applies to all Foreign Service employees on LWOP.

ADDITIONAL SELECTION CRITERIA

1. Management may consider the following when determining successful candidacy: nepotism, conflicts of interest, budget, and residency status.
2. Current OR employees serving a probationary period are not eligible to apply. Current OR employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report (EPR) are not eligible to apply.
3. Current NOR employees hired on a Family Member Appointment (FMA) or a Personal Service Agreement (PSA) are not eligible to apply within the first 90 calendar days of their employment, unless they have a When Actually Employed (WAE) work schedule.

4. The candidate must be able to obtain and hold a security clearance.

TO APPLY

Applicants must submit the following documents to be considered. Failure to do so may result in a determination that the applicant is not qualified.

1. Universal Application for Employment (UAE) (Form DS-174), which is available on our website at <https://ca.usembassy.gov/jobs/> or by contacting Human Resources. (See "For Further Information" above); and

2. A cover letter addressing each of the six required qualifications detailed in the job announcement by identifying them and addressing how the applicant meets each of the qualifications.

3. Any additional documentation that supports or addresses the requirements listed above (e.g. transcripts, degrees, etc.).

4. Proof of eligibility to work in Canada (e.g., copy of passport, birth certificate, permanent residency card, etc.).

SUBMIT APPLICATION TO: Email your application to ottawahr@state.gov and reference Vacancy Announcement number.

POINT OF CONTACT: Lola Maksumova
Phone:(613) 688-5482

DEFINITIONS

Appendix (DEFINITIONS)

Eligible Family Member (EFM): An EFM for employment purposes is an individual who meets all of the following criteria:

- U.S. Citizen or not a U.S. Citizen; and
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610); or
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support; or
- Parent (including stepparents and legally adoptive parents) of employee, spouse, or same-sex domestic partner, when such parent is at least 51 percent dependent on the employee for support; or
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, spouse, or same-sex domestic partner when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support; and
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and
- Is under chief of mission authority.

U.S. Citizen Eligible Family Member (USEFM): A USEFM for employment purposes is an individual who meets all of the following criteria:

- U.S. Citizen; and
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the

sponsoring employee; or

- Child of the sponsoring employee who is unmarried and at least 18 years old; and
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and resides at the sponsoring employee's post of assignment abroad, or as appropriate, at an office of the American Institute in Taiwan; and is under chief of mission authority; or
- resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2; or
- Currently receives a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Appointment Eligible Family Member (AEFM): An AEFM for employment purposes is an individual who meets all of the following criteria:

- U.S. Citizen; and
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; or
- Child of the sponsoring employee who is unmarried and at least 18 years old; and
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan (AIT); and
- Is under chief of mission authority; and
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, at an office of the American Institute in Taiwan; and
- Does NOT currently receive a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Member of Household (MOH): An individual who accompanies or joins a sponsoring employee, i.e., sponsor is a direct hire employee under Chief of Mission authority, either Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan. A MOH is an individual who meets the following criteria:

- (1) Not an EFM and therefore not on the travel orders or approved through form OF-126 Foreign Service Residence and Dependency Report of the sponsoring employee; and
- (2) Officially declared by the sponsoring U.S. Government employee to the Chief of Mission (COM) as part of his or her household and approved by the COM; and
- (3) Is a parent, grandparent, grandchild, unmarried partner, adult child, foreign born child in the process of being adopted, father, mother, brother, sister, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half-brother, or half-sister who falls outside the Department's current definition of Eligible Family Member 14 FAM 511.3. A MOH may or may not be a U.S. Citizen.

Not Ordinarily Resident (NOR) - An individual who meets the following criteria:

- An EFM, USEFM or AEFM of a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned or stationed abroad, or as appropriate, at an office of the American Institute in Taiwan; or
- Has diplomatic privileges and immunities; and
- Is eligible for compensation under the FS or GS salary schedule; and
- Has a U.S. Social Security Number (SSN); and
- Is not a citizen of the host country; and
- Does not ordinarily reside in the host country; and
- Is not subject to host country employment and tax laws.

Ordinarily Resident (OR) - An individual who meets the following criteria:

- A citizen of the host country; or
- A non-citizen of the host country (including a U.S. citizen or a third-country national) who is locally resident and has legal and/or permanent resident status within the host country and/or who is a holder of a non-diplomatic visa/work and/or residency permit; and/or
- Is subject to host country employment and tax laws.

CLOSING DATE FOR THIS POSITION: TUESDAY, NOVEMBER 15, 2016

EQUAL EMPLOYMENT OPPORTUNITY: The U.S. Mission provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs. The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

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