



PAPUA NEW GUINEA PUBLIC SERVICE

JOB DESCRIPTION



1. IDENTIFICATION

DEPARTMENT: Commerce and Industry	SYS. POSN. NO: 0230000226	REF. NO: CSME.04
WING: Operation	DESIGNATION/CLASSIFICATION: Market Research & Development Officer	GRADE: 13
DIVISION: Commerce	LOCAL DESIGNATION: Market Research & Development Officer	
BRANCH: SME Development	REPORTING TO: Principal SME Development & Monitoring Officer	SYS. POSN. NO: 0230000034
SECTION: SME Development	LOCATION: Waigani, P.O Box 375, NCD, Mutual Rumana, Ground Floor - 2 nd Floor	REF. NO: CSME.03

HISTORY OF POSITION

FILE REF.	DATE OF VARIATION	DETAILS
(Agency Reference/File No.)	(Structure approved date)	(Record of how position has changed)
140	16 - 03 - 2000	Restructure
159	11 - 07 - 2007	Restructure
182 - OD 2.3 / 30062014	30 - 07 - 2015	Restructure
189	06 - 12 - 2018	Restructure

2. PURPOSE

The Market Research & Development Officer is responsible for conducting researches into markets for promotion, trade and sale of SME goods and services.

3. DIMENSIONS

The Market Research & Development Officer reports directly to Principal SME Development & Monitoring Officer for all duties.

4. PRINCIPAL ACCOUNTABILITIES

- 4.1 Provide support to Principal SME Development & Monitoring Officer and Assistant Secretary- SME Development Branch for advice and direction on SME development and marketing promotions from the department's perspective,
- 4.2 Provide timely advice and reports to the Assistant Secretary – SME Development on SME markets throughout the country.
- 4.3 Implement Branch programs and activities consistent with the Management and Corporate Plan and objectives.
- 4.4 Effectively provide advisory role and support on the SME development and promotion and assist in the implementation of the SME Policy nation-wide.
- 4.5 Ensure effective monitoring and evaluation of the SME Policy.
- 4.6 Provide regular assistance on capacity development to SMEs including Women in-Business.
- 4.7 Provide up to date market research to SMEs to assist them in enhancement of business operations



5 MAJOR DUTIES

- 5.1 Provide advice and reports to Principal SME Development & Monitoring Officer and Assistant Secretary – SME development on SME development matters throughout the country.
- 5.2 Implement Branch programs and activities consistent with the Branch and Divisional work programs and targets.
- 5.3 Promote SME Policy in key sectors and in the provinces by conducting awareness and training programs for provincial commerce officers and business development officers.
- 5.4 Encourage growth of SMEs through the provision of technical advice on business incentives and financial assistance to local enterprises.
- 5.5 Encourage local participation and investments in SME development.
- 5.6 Encourage SMEs value adding of locally produced goods for export market.
- 5.7 Encourage participation of SMEs in major resource development projects.
- 5.8 Promote Women-in-Business to participate in various sectors of the economy.
- 5.9 Promote business incentives and concessions such as tariffs reduction, export levies and tax holidays for SMEs and Women-in-Business.
- 5.10 Ensure up to date statistical data and information on SMEs are available for use by government policy makers, industry, research institutions and other stakeholders.
- 5.11 Implement and maintain a monitoring and evaluation system for reporting progress of SME development in the economy.
- 5.12 Represent the department at various meetings, conferences and forums.
- 5.13 Perform other duties as directed by the Assistant Secretary – SME Development.

6 NATURE AND SCOPE

The Market Research & Development Officer is a senior position and:

1. Provide advice on market researches matters to Principal SME Development & Monitoring Officer and Assistant Secretary – SME Development.
2. Collaborates with other branch heads in developing, implementing and reviewing policies and strategies on SME matters.
3. Participate in stakeholder engagement in implementing SME Policies

6.1 WORKING RELATIONSHIP

6.1.1 Reporting

- To Principal SME Development & Monitoring Officer on SME matters and consults with the Provincial Liaison and Special Projects Branch.

6.1.2 Internal

- First Assistant Secretary, Commerce on SME matters and consults with Provincial Liaison & Special Projects Branch on the work of the Division.
- Assistant Secretary – SME Development on SME development matters,
- Principal SME Development & Monitoring Officer on SME development matters,
- Assistant Secretaries consultations on work related matters.
- Consultations with Provincial Governments and Administrations in relation to SME development in the provinces.

6.1.3 External

- Liaise with key state agencies, CSAs and Departments relating to SME development trends,



- Liaise with private sector and development partners on partnership with SMEs
- Consults with Provincial Government on harnessing growth and strategies in further developing the new SMEs.
- Establish linkages and connect with Provincial Commerce Advisors on harnessing growth and strategies in further developing the new SME Act and revised SME Policy.

6.2 WORK ENVIRONMENT

- This is a senior position responsible for research, marketing and promotion of SMEs nationwide through Assistant Secretary – SME Development that requires a person with substantive background in Research, Business and Marketing.

7. CONSTRAINTS FRAMEWORK AND BOUNDARIES

7.1 Rules and Procedures

The Market Research & Development Officer is guided by:

- The Department Corporate Plan 2018 - 2020, Management Plan and various Management directives of the Department.
- SME Policy and Master Plan
- Medium Term Development Plans (MTDP 11, 111)
- Various legislations including Public Service General Orders 2014, Public Service (Management) Act 2014, Public Finance (Management) Act and industry regulations.
- Bilateral and Multilateral Agreements and Post APEC Commitments 2018.

7.2 Decisions

- Set priorities and targets of the Branch,
- Set Branch work plans and activities,
- Review of Branch work plans and activities,
- Data collection and analysis
- Recommend commitment of funds consistent with Public Finance (Management) Act.

7.3 Recommendations

- Relevant Branch strategies,
- Implementation of Branch work plans and activities,
- Liaise with the provinces and stakeholders.

8. CHALLENGES

- Compliance to existing laws and regulations,
- Maintain best business practices,
- Implementation of Branch strategies,
- NEC Directives and Decisions on major projects development
- Stakeholder collaboration,
- Capacity building and teamwork,
- Budget and resourcing

9. QUALIFICATIONS, EXPERIENCES AND SKILLS

9.1 Qualifications

- A minimum of Bachelor's Degree in Business, Economics, Commerce, Marketing and Social Sciences or other related discipline from a recognized University.



9.2 Knowledge

- Familiar with SME development , research and marketing trends,
- Thorough knowledge of the Government policy framework,
- Basic knowledge of research methodologies and applications,
- Knowledge of national development plans including MTDP II & II,
- Working knowledge of relevant Public Service legislations and industry regulations.

9.3 Skills

- Demonstrated leadership ability in managing the Branch,
- Demonstrated ability to build relations with staff and clients,
- Ability to negotiate and reach understanding on mutual outcomes,
- Maintain good image of the Department,
- Demonstrate public service professionalism and probity,
- Ability to analyze researches and issues and report writing,
- Computer literacy and use of appropriate software applications

9.4 Work Experience

- A minimum of five (5) years' work experience at the middle management level in key government agencies or private sector with a strong background in business management, Marketing or SME development.

STATEMENT SIGNED BY OCCUPANT OF THIS POSITION

In accordance with General Orders 2.40, I, _____ do solemnly declare that I will abide by the terms and conditions outlined under this Job Description as an officer of the Public Service of Papua New Guinea and may be held accountable or penalized for any breach of the Revised General Orders 2012 during my term of employment.

Signed: _____