



POSITION DESCRIPTION

Position Details

POSITION TITLE: CHIEF MANAGER, BUSINESS DEVELOPMENT DIVISION

Team/Division: Business Development Division, Samoa International Finance Authority

Location: Level 6, Development Bank of Samoa Building, Apia, Samoa

Salary Range: \$91,086.90 to \$101,325.20

Our Purpose

SIFA is principally the registry for international companies and the regulatory authority for licensed international entities such as international banks, international insurance companies, international mutual fund companies and trust company service providers.

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

As a profitable public body, SIFA makes substantial contributions to the Government budget every year and 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 a Chief Executive Officer. We have about forty-eight (48) Staff, divided into four main Divisions - Registration, Compliance, Business Development, and Finance & Corporate Services. There are three Chief Managers leading and shaping different Divisions and with the assistance of Section Heads that coordinate and collaborate Teams within each Division.

The set Team goals become the individual staff goals and all are expected to work together to achieve them. Every team member is expected to learn and know every area of its Division's work, and become multi-skilled to be able to step in at short notice on any role.

On-the-job knowledge, positive attitude, exceptional performance and experience are valued and rewarded. Nevertheless, we want people's heart, not just their skills and capabilities. People with a heart for their Team, a heart for SIFA and a heart for Samoa.

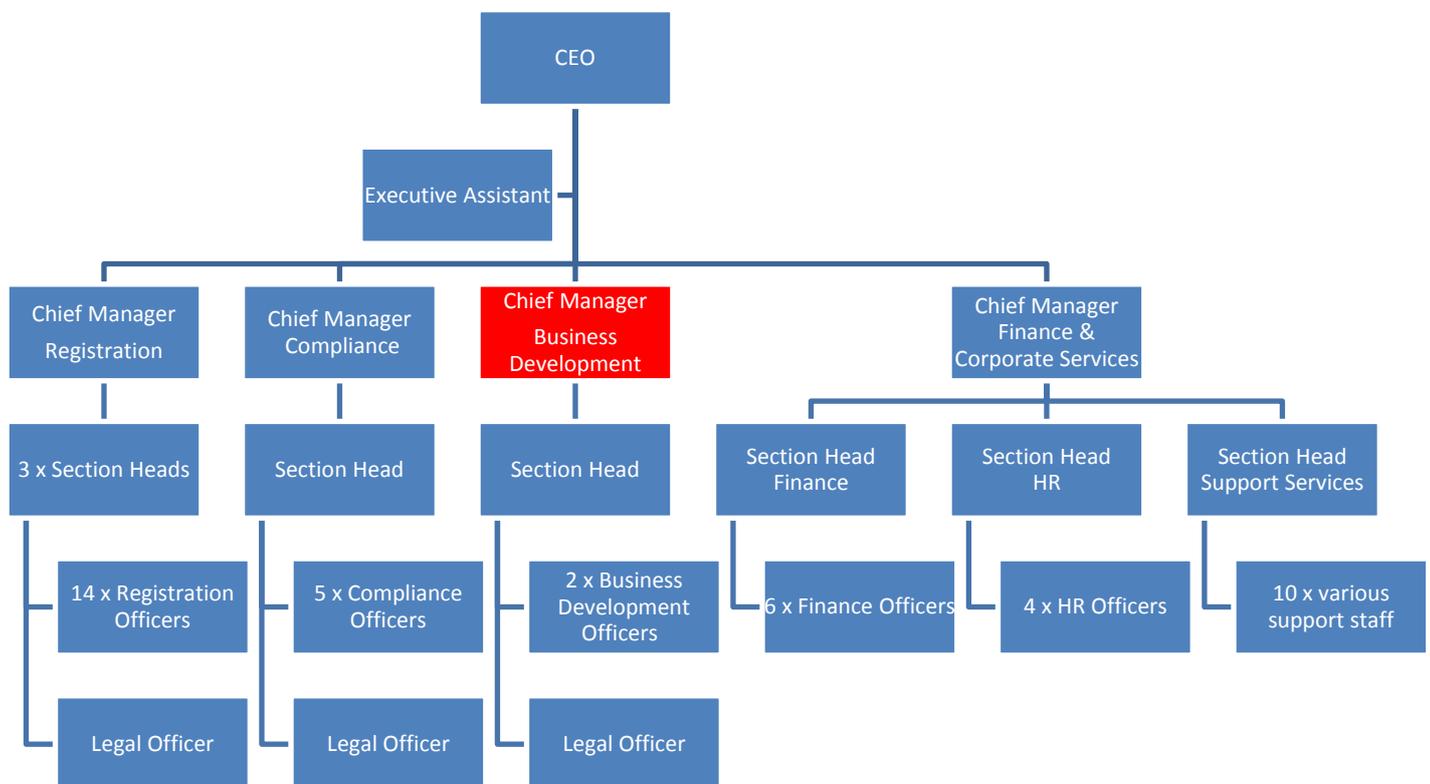
Using a democratic style of communication, Team members are encouraged to discuss and take ownership of Team decisions. There is a high expectation of the level of trust between Management and Staff as we trust our Staff to be committed to their role and carry out their tasks. The success of the Team is based on everyone in the Team pulling their weight. Because the Team depends on each other to achieve its goals, Team members are likely to call out the individual member that is not pulling their weight. Staff are enabled, 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. 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 Business Development Chief Manager leads and shapes the overall operations of the Business Development Division (BDD) to ensure that development strategies are in line with international regulatory and supervisory standards.

The Business Development Division functions focus on the promotion and marketing of SIFA's international financial services; solutions and products, and managing sponsorship and leveraging activities, all under SIFA's promotional brand.

BDD conducts research on the international business sector, formulates reviews of international services and marketing trends, and recommends any necessary changes to SIFA financial services legislations. BDD carries out research and develops promotional strategies in line with international standards and recommends promotional strategies, informed by a cross-jurisdiction performance analysis.

BDD reviews and recommends referrals from promotional/marketing events attended, and any face-to-face meetings, and carries out necessary soft-marketing on all such referrals and any leads received.

BDD manages SIFA's sponsorship portfolio, and assesses community assistance proposals, provides graphic support, design advertising, research support and performance evaluation of marketing initiatives, prepares any promotional presentations, and preparations for all its marketing events locally and abroad. BDD also manages its promotional website; content revision and update, as well as the layout, contents, publication, and distribution of Bi-Annual Newsletter, and is responsible for the Annual SIFA Customer Satisfaction Survey; its conduct, analysis and requisite Report to the SIFA Management and Board of Directors.

BDD's work programme is detailed in its Annual Business Development Divisional Plan which is also the Annual Marketing Plan.

The BDD Chief Manager takes on the Shaper role because s/he shapes, changes and moulds the Division. This person will create the Division's strategic vision, and plan out in clear objectives how the Division will meet its goals, set out in the Annual Divisional Plan and pursuant to the current SIFA Biennial Strategic Plan. This person is expected to be dynamic and relish challenges.

Key Relationships

Internal

- CEO
- Chief Managers of all Divisions
- Section Head, Business Development
- Business Development Officers
- Legal Officers

External

- SIFA Board of Directors
- Local Licensed/Overseas Trust and Company Service Providers
- Overseas Business Development Authorities
- Overseas Conference Organisers
- Local/Overseas Law Firms
- Local/Overseas Accounting Firms

Key Accountabilities and Deliverables

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

Key Accountabilities or Deliverables	Indicators of success
Business Development Management	<ul style="list-style-type: none"> • Robust measurable Business Development objectives are in place and monitored. • Agreed turnaround and quality objectives are met. • Samoa is marketed as a reputable centre for international financial services. • An Annual Marketing Plan is in place and implemented according to the current SIFA Biennial Strategic Plan. • Appropriate promotional fixtures are developed, devised and maintained for the effective implementation of the Annual Marketing Plan. • BDD Policies and Procedures, SIFA Sponsorship/Community Assistance Guidelines are in place, reviewed and updated regularly and are well used by Staff. • High quality production of marketing graphics is timely produced. • Branding and leveraging activities are well managed. This includes signage and merchandise. • Your Team leads research and carries out cross-jurisdictional analysis for Business Development Plans including sponsorship, community assistance and international finance business. • The conduct of the SIFA Annual Customer Satisfaction Survey, the publication of the promotional Biannual Newsletter, and the management of the its promotional website. • Your Team gathers registration and compliance trends/results for promotional strategies. • All members of your Team are sufficiently knowledgeable and confident to deliver promotional presentations on all SIFA products and solutions as well as wealth management solutions, current market trends and cross-jurisdictional analysis/comparison. • SIFA Annual Customer Satisfaction Survey will confirm that SIFA BDD/Legal Officers are professional in their dealings with them.
Leading and Coaching Direct Reports	<ul style="list-style-type: none"> • Modelling SIFA values and behaviours. • Team understands the values and behaviours expected and demonstrates them in their daily work ethics. • Section Head feels supported and is able to provide technical guidance and direction to Business Development Officers. • The Division has a clear Annual Divisional Plan which all Team members are aware of and have set their own performance plans in place to achieve it. • Training Plans are in place which are regularly reviewed and consistent with delivering high quality outputs. • Section Head has a Performance Plan in place. Performance targets are measured and a review of the performance is undertaken every six months. The plan will include stretch targets.
Plan and set direction for the Business Development Division in particular promoting a strategic focus that supports SIFA's business environment outcomes and strategic priorities	<ul style="list-style-type: none"> • SIFA Biennial Strategic Plan includes business development related goals as recommended and submitted by you. • Your Division has its own Annual Marketing Plan that is aligned to SIFA's plans. • All Business Development officers 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 presents in a positive manner.
Leading and contributing to key	<ul style="list-style-type: none"> • You initiate projects that impact on Business Development related work. • Project plans are developed and documented.

projects impacting on Business Development and supports other SIFA functions

- Project plans are resourced, budgeted, regularly reviewed and reported on monthly until objectives are achieved. Timeframes are met, business-as-usual processes are adjusted and appropriate knowledge is transferred to users.
- You have contributed to the overall operational, financial, strategic and budgetary management of SIFA
- Statutory documents that require sign-off are carried out with diligent care in a timely manner.

Develop and maintain effective relationships with key Stakeholders

- External clients have a positive respect and professional perception of SIFA's (INVEST SAMOA') Business Development work.
- Client enquiries and complaints are resolved quickly.
- There is a close working relationship with local and overseas stakeholders to build and enhance Samoa's attraction as an offshore jurisdiction.
- Sponsored organisations provide positive feedback on the professional management of their dealings with SIFA.
- Opportunities for profiling SIFA – and its marketing division are identified.
- Documented policies and procedures are in place that sets out the handling of complaints, enquiries and Staff conduct of behaviour when dealing with clients.
- Sound recommendations are made on consultations, training, and seminars with stakeholders on new solutions and products provided by SIFA.
- Sound recommendations are made for strategic placements of SIFA's products and solutions as well as wealth management solutions.
- You have a network of relationships with similar promotional/marketing bodies and prospective clients.

Resource and performance management accountability

- CEO and other Division Chief Managers provide positive feedback on your Team's cooperation and willingness to assist when required.
- The Team has quality measurement systems that confirm that Team goals are being met at a consistently high standard.
- Section Head is confident with clear guidelines and expectations when leading their Team.
- The Team is properly resourced to carry out its role.
- You are able to provide a documented argued case to justify requirements for new or replacement Staff.

Business Development Division and SIFA contribution and membership

- Business Development Staff work constructively with peers and colleagues.
- 360 degree feedback reflects your own contribution and the Team contribution.
- You actively contribute to Management team activities and meetings.
- You demonstrate commitment to Team/Management decisions and goals.
- You and your Team take part in informal training/sharing information amongst colleagues and other SIFA Staff.
- Well researched papers and commission studies on international business sector and related services are provided.
- Effective coordination and cooperation between the public sector agencies, corporations, and non-governmental organisations concerned in any way with international financial services.

Competencies

Competency	What does this mean?	Level Required
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Cultivates Innovation	<p>Shape the agenda, crafting new and better ways for the organisation to be successful, by</p> <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. 	Leadership shaping level
Nimble Learning	<p>Actively learn through experimentation when tackling new problems, using both successes and failures as learning fodder, by</p> <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 where possible. 	Leadership shaping 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 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. 	Leadership shaping 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. 	Leadership shaping 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 	Leadership shaping level

	<ul style="list-style-type: none"> Stepping up to manage tough situations and encouraging your colleagues to do the same. 	
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. 	Leadership shaping level
Organisational commitment and Public Service	<p>Role Models the standards of integrity and conduct for the Public Service and 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. 	Leadership shaping level

Personal Requirements

A proven tracked record of experience and achievement in:

- Bachelor's Degree from a recognised University with preference in the field of Management, Business Administration, Marketing, Commerce, Commercial Law, or related field.
- Seven years proven experience in Management.
- Five years of supervisory experience in a similar regulatory authority or in the finance industry.
- Report writing that is clear, concise, fluent, appropriate, and readily understood by the intended audience.
- Proven skills and experience in marketing.
- Creative skills to come up with marketing campaigns.
- Ability to forecast marketing strategies in view of existing legal framework and compliance issues.
- Knowledge of market research, consumer behaviour, sales, visuals arts and general marketing.
- Experience in advertising or public relations is a plus.
- Good knowledge of all legislation SIFA is responsible for. In particular, the *SIFA Act 2005*, Samoa's international financial services legislations, especially the *International Companies Act 1988* and the *Trustee Companies Act 2017*.
- An active interest in changes in the international financial services related legislation and is pro-active in seeking out the latest knowledge; able to benchmark SIFA against other centres performance.
- Good understanding of the standards promulgated by the OCED, APG (FATF) and GIFCS.
- Understands and appreciates SIFA's direction, through the implementation of set strategies towards the achievements of marketing/promotional objectives.
- Maintaining integrity and high ethical standards in the conduct of work.
- Guided by values of honesty, impartiality, respect, transparency and accountability.
- Ability to communicate effectively with people at all levels.

- A strong client service attitude, with sound relationship management skills.
- Must have the legal right to live and work in Samoa.