



Senior International Trade Specialist
Consumer Lifestyle
Scottish Development International
Düsseldorf based – permanent contract

Scottish Development International (SDI) is a joint venture between the Scottish Government and Scotland's economic development agency. SDI leads on Scotland's international trade engagement with a focus on increasing Scottish exports, inward investment and international commercial connectivity.

The specialist will help a broad range of Scottish companies, which loosely fall into the category of lifestyle/consumer goods, to access market opportunities across Europe (with a particular focus on Germany and Italy), in line with the SDI Consumer Sectors Operational Plan. Companies in this cohort could include textiles manufacturers and suppliers (knitwear, weaving, apparel and technical), tourism companies with export potential, cosmetics/toiletry manufacturers and premium fashion & accessories and home & lifestyle. Companies vary by size, life-stage and level of international experience; some are veteran exporters while some are scaling up and getting ready to export for the first time.

You will work as part of the SDI field team and will have high-end, 'premium' buyer contacts. You will build close relationships with colleagues in SDI, Visit Scotland, Scottish Enterprise, Highlands and Islands Enterprise and the South of Scotland Enterprise Agency. You will also work closely with the wider EMEA team, with colleagues, stakeholders and partners in Scotland, enhancing existing relationships with key trade associations and industry bodies.

Based at the SDI office in central Düsseldorf, you will also be collaborating with colleagues from across UK Government including the UK's Department for International Trade (DIT), the Foreign, Commonwealth & Development Office (FCDO), as well as national / regional governmental entities. You will be expected to deliver and also attend key activities including webinars, conferences, roadshows, (digital) trade missions and speaking opportunities and support the wider SDI team in Germany with visits into the region by Scottish Ministers.

RESPONSIBILITIES

- **Customer Relationships** – build a strong network of trade contacts in retail and hospitality.
- **Market insight** - fully research and understand the supply chain, gather market insights, and produce written reports and work one-to-one with companies to share insights and knowledge.
- **Help to build Scotland's international brand and reputation** - to reinforce Scotland's strengths and assets in the consumer/lifestyle sector.
- **Partnership working** - work collegiately and collaboratively with colleagues, customers and stakeholders.
- **International market events** – attend/support companies at events, host virtual activities

SKILLS AND EXPERIENCE

The job requires the following skills and experience:

Essential

- Fluency in German and English (both written and spoken). Other language skills are also advantageous
- Track record in developing international business in the consumer goods/lifestyle industry, either working within the industry or with supporting organisations
- Strong relationship management skills, ideally acquired in a consumer goods, premium brand environment
- Extensive networks within the sector (retailers, designers, importers, distributors, agents and association leaders)
- Excellent project management skills from scoping an idea to evaluating the results, with the ability to deliver with pace
- Knowledge of the supply chain/channels to market (or demonstrable ability to rapidly acquire this)
- Research and analysis skills, acquired in an international market development context
- Excellent presentation skills, with the ability to clearly present complex market information to an industry audience (both written and verbal)
- Strong team-working ability, with experience of working within a partnership context

Desirable

- A knowledge of Scotland, and the consumer/lifestyle sector in Scotland

Application

- To apply, email your resume in English and cover letter to Maureen.Cargan@scotent.co.uk
- Quote **IMS Consumer/Lifestyle** in the subject box, closing date is **Monday 15 March 2021, 5pm**
- All candidates must be eligible to work in Germany.