



JOB DESCRIPTION of World Friends Korea(WFK)-Advisor

(Trade Investment - Investment Promotion)

General Information	
■ Job Title <i>The job title must accurately describe the job to be performed by the expert</i>	BOT (concession) expert for new port building ※ BOT stands for 'Build-Operate-Transfer', is a kind of project financing.
■ Location, Country <i>(eg :. Vientiane, Laos)</i>	Bluefields, Nicaragua.
■ Duration	<input type="checkbox"/> 6 months <input checked="" type="checkbox"/> 12 months
■ Expected Starting Date	<input checked="" type="checkbox"/> November 2017 ~ <input type="checkbox"/> December 2017 ~ <input type="checkbox"/> No preference
Detailed information of the requesting organization	
■ Organization Name : EPN (National Port Enterprise in Nicaragua) - Requesting Department : Marketing Department • Office Name : Marketing Department	
■ Type of Organization 1) <input checked="" type="checkbox"/> Government <input type="checkbox"/> Public organization <input type="checkbox"/> Public corporation <input type="checkbox"/> Others :	
■ Working Day/Hours: From Monday to Friday, 08:00 a.m. – 17:00 p.m.	
■ Contact Person : <i>(Please nominate someone from your organization who will be responsible for the work of Korean experts)</i> Zayda Muñoz, Director of Marketing department	
■ Tel/Fax/E-mail : (+505)2266-3488, zmunoz@epn.com.ni	
■ Office Location: Residential Bolonia, Optica Nicaraguense 1cuadra abajo, Managua Nicaragua.	
■ Major activities of the Organization(Please list at least three) - Contribute to the economic and social development of the country, ensuring efficiency, safe and harmony with the environment port services - Coordinate ports under its management to the appropriate handling cargos and transferring passengers. - Ensure conditions and specialized tourists visiting in our ports, encouraging the development of tourism in our country.	

- Major activities of the department where WFK - Advisor will be dispatched
- Elaboration of the Strategic Marketing Action Plan in each port administration:
 - Identify business opportunities in each port managed by Nacional Port Enterprise (EPN)
 - Promotion & attraction of Investment from foreigner in ports
 - Design of Marketing Strategies for each port
 - Maritime market analysis (international & domestic)

■ Experience of working with WFK - Advisor

☐ Yes ☒ No

■ If yes, please describe the tasks of WFK - Advisor

Description of Tasks *

■ The tasks to be undertaken by the WFK - Advisor will be:

- **Summary :** *(Describe the overall objectives of the task, why this task is needed and what the expert will doing)*

- Advices for implementing BOT (Build-Operate-Transfer) Concession Project
- Feasibility study to build new port in Bluefields
- Basic Planning for building new port, efficiently
- Investment attraction for building new port

■ Main duty of WFK - Advisor *(Please mark all that apply and type in detail)*

☒ Policy making and Strategic planning

- Marketing Strategy of attracting foreigner's investment for building new port
- International market research for maritime cargo prediction in Centro America
- Design new port blueprint for constructing in Bluefields

☒ Technical support -

- Feasibility Study to promote new port building project
- Design new port according to customer needs & environments analysis
- International maritime marketing for attracting foreigner's investment

☒ Training of local staff

- Elaboration of the Strategic Marketing Action Plan in each port administration:
- Identify business opportunities in each port managed by EPN
- Promotion & attraction of Investment from foreigner in ports for BOT Project
- Design of Marketing Strategies for each port
- Maritime market analysis (international & domestic) and port customer's needs

☒ Other

- Good communication & reporting skill

Expected Results/Output

■ Expected results/output of the tasks by the WFK - Advisor include:

- Attracting foreigner's investments for promoting BOT project
- Feasibility study report for new port building
- Basic planning report for new Port Building
- Maritime marketing strategy report for promoting international project

Required(Preferred) qualifications of WFK - Advisor

(List the minimum essential qualifications required for the experts to successfully carry out this task)

■ Gender

☐ Male ☐ Female ☒ No preference

■ Educational Background

- (eg. Bachelors Degree in Agricultural Economics)
- Master's degree

* Similar or other educational background will be fine if the selected expert has an ability to do the requested tasks

☒ Yes ☐ No

■ Required Work Experience (Specify work experience required for the experts)

- Experiences for leading BOT Concession Project for new port building
- Feasibility Study of new port building
- Design basic plan of new port
- International maritime marketing research & strategy elaboration

* Similar or related work experience will be fine if the selected expert has an ability to do the requested tasks

☒ Yes ☐ No

■ Language : English (Preferable for Spanish speakers)

(Official business language will be English. If your organization requires the use of other languages, please provide reasons)

- Reasons : Spanish is official business language in dispatched organization



to do the requested tasks

☒ Yes

☐ No

■ **Language : English** (Preferable for Spanish speakers)

(Official business language will be English. If your organization requires the use of other languages, please provide reasons)

- **Reasons : Spanish is official business language in dispatched organization**

■ **Other Requirements**(Identify desired skills or qualities for the task)

-**Excellent inter-personal and communication skills**

Description of the Workplace

■ **Location of the workplace**

- 382 Km from the capital city
- 7 hours by car (transportation)

■ **Information on the co-worker who will work closely with the WFK-Advisor**

- Full Name (Mr./Ms.) : **Zayda Muñoz**
- Position/Work area : **Marketing Director**
- Tel/E-mail : **zmunoz@epn.com.ni**
- English Language Skill :
☐ Basic ☒ Intermediate ☐ Advanced

■ **Administrative and financial arrangements to be provided by your organization for the WFK-Advisor**
(Please mark on the box)

Items	Available	Not available
Housing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Others	<input checked="" type="checkbox"/> PC <input checked="" type="checkbox"/> Printer <input checked="" type="checkbox"/> Internet access <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Others()	

■ **Other information that may help the WFK-Advisor adapt to the local environment**
(Living conditions, weather, allowance, etc.)

- **Living expenses including rental house fee in Bluefields are cheaper than capital**
- **Weather in Bluefields is better than capital to live and there are many places to travel near to Bluefields**

* Once the experts are selected based on your request, you are required to cooperate with the Korean implementing agencies by providing the necessary administrative procedures such as visa, acceptance letter, etc. Without your cooperation, expert dispatching will not be available and/or will be cancelled. Thank you for your cooperation.

January 13, 2017

(Date of filling out the form)



Vigilio Silva Mangual
(Name of the person in charge)

Presidente Ejecutivo
(Position of the person)

[Signature]
Signature with official stamp

