

## **Job profile of Deputy Secretary General**

### **Key Responsibilities under Export Promotion**

- Organisation of International and Domestic fairs/BSMs
- Arranging the visits of the delegates to the potential countries with the help of the Indian embassies/high commissions of the identified countries
- Interaction with Ministry of Commerce for seeking MAI grants for organising domestic and international events for Export Promotion
- Generating participation for international and domestic events
- Coordination with DGFT, Ministry of Textiles, Ministry of MSME, Ministry of Finance, Textile Commission, ECGC, Ministry of Labour and Employment and other related Ministries.
- Responsible to conduct domestic seminars and spearheading the promotion of council's virtual platform
- Organisation of B2B, virtual meetings in coordination with Indian embassies or high commissions of the potential countries.
- Arranging duty drawback data collection for RODTEP

### **Key Responsibilities under Research and Policy Advocacy**

- Identifying, analyse and prepare action plan for emerging issues, project scoping.
- Providing recommendations for pre Budget memorandum specific to apparel export
- Study reports preparations on specific segments, activities etc.
- Economic research and preparation of reports on production trends, consumption needs of exports/imports etc.
- Carried out research projects to produce policy briefs, memos, and full-length reports as required by grants/funders.
- Evaluate research methods and bring in innovative approaches to research projects on new or expanding program and policy areas.
- Policy Development and Advocacy within country and abroad for promotion of Indian Apparel Industry.
- Scoping, development and advocacy of policy positions and initiatives.
- Monitoring of public policies, trends and emerging issues.
- Engagement of members, experts and external stakeholders in the identification of priority issues and scoping of projects.
- Targeted research and policy analysis on a range of topics.
- Work with various committees/ members and Policy & Government Affairs officials to identify focus areas
- Submissions, presentations, surveys and speaking points, based on policy topics and priorities identified or assigned by the Industry.

### **Key Responsibilities under Media – Public Relations**

- To develop and implement council's communication strategy in order to achieve its key objectives in consultation with Chairman AEPC, Secretary General, and in coordination with other departments wherever required.
- Engaging Press & Media to increase the visibility of council's efforts.
- Tap Digital Media to amplify council's voice and hit target audience with right content.
- Develop and use new tools for Internal Communication to update Members & Officials about council's activities and futuristic approach.
- Handle media Crisis to identify threats early and respond in right seriousness to protect the image of the Council in eyes of key stakeholders.
- Management of Special Projects to achieve set targets.

### **Key Responsibilities for administration and Human Resource Development**

Look after the general and day-to-day administrative work of the council and take due initiative towards the human resource development.

### **Qualifications**

The incumbent should preferably be an MBA or a Post Graduate in Public Policy from a premier institute.

### **Experience**

Candidate must have 15 years' of similar work experience in handling International and Domestic events. Required extensive hands on experience of handling international fairs in various countries, organisation of Buyers Seller meets, have coordinated the international delegations for promotion activities to other countries, identify new markets for promotion activities. Knowledge of the textiles and apparel industry would be preferred. Should have good knowledge of WTO, bilateral and multilateral trade agreements. Should have good Liaising skills with various government departments. Should have experience of administrative work and must be well versed with public dealing.

Should possess hands on experience of managing trade conflicts, exposure of global policy frameworks, understands the impact of Government schemes with regard to economic and social indicators relevant to apparel industry. Must possess relevant experience in market research and analysis, should bear fair understanding of budget and trade policy issues and have greater appreciation of government and industry relations.

**Candidate's Age Limit:** 50 years or less

**Key Competencies:**

- Strong in Communication & Presentation Skills
- Strategic acumen & Analytical skill
- Negotiation and Organisation Skills
- Conflict Management
- Stakeholder Engagement
- Confidence in representing and running various committees.
- Able to respond to challenges faced by the committee/board members regarding recommendations made.
- Detail oriented; comprehensive and focused
- A diplomatic team leader who promotes a positive work environment
- Should have experience of administrative work
- Should be well versed in public dealing

**Remuneration:**

Salary and other perks commensurate with experience and qualification.

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