



GAVIN NEWSOM  
GOVERNOR

STATE OF CALIFORNIA  
GOVERNOR’S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-BIZ)

**POSITION DUTY STATEMENT**

<b>Classification Title</b> Staff Services Manager I (Supervisory)	<b>Unit</b> Regional Economic Development Initiatives	<b>Name</b> Vacant
<b>Working Title</b> Foreign Direct Investment Program Manager	<b>Position Number</b> 373-100-4800-002	<b>Effective Date</b> TBD

**GENERAL STATEMENT**

The Staff Services Manager I will receive direct supervision from the Associate Deputy Director for Industry Engagement and Development and general program direction from the Senior Deputy Director at Governor’s Office of Business and Economic Development (GO-Biz). The SSMI will support initiatives led by the regional Trade and Investment Representatives and facilitate collaboration across REDI, International, and CalBIS teams, especially related to external events, trade shows, conferences, and other convenings at which there is an international business audience. The SSMI will directly manage the Foreign Investment Analyst (AGPA).

“International business development” as referenced here includes any efforts by the unit to directly or indirectly increase foreign investment in California, with the effect of stimulating economic activity in California. This position regularly supports activities with foreign individuals, organizations, and events. Travel may be required up to 15%. The SSMI responsibilities will include the following:

**ESSENTIAL FUNCTIONS**

<b>40%</b>	<p>In collaboration with the International and REDI teams, develop and implement a foreign direct investment attraction strategy that generates employment, economic activity, and supports inclusive, economic growth in California.</p> <ul style="list-style-type: none"> <li>• Manage the FDI program for the State of California and develop a multi-year strategic plan that considers the competitive landscape for the state, evolving global business trends, incorporates the Jobs First strategy, and considers nationwide best practices in FDI attraction.</li> <li>• Develop a clear outreach, marketing, and recruitment strategy for foreign investment attraction that considers equity and inclusion, future of work trends,</li> </ul>
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	<p>climate change goals, and maintains California’s position as a world leader in innovation.</p> <ul style="list-style-type: none"> <li>• Develop processes and systems to streamline and scale the intake, tracking, and reporting processes for foreign companies interested in expanding to California, including further deployment of CRM tools and capacities. Identify, track, and share quantifiable outcomes that demonstrate success in the FDI strategic plan.</li> <li>• Identify new network partners, as needed, and work with existing network partners to ensure foreign direct investment attraction activities are coordinated with relevant stakeholders in California and globally.</li> <li>• Manage the Foreign Investment Analyst, who will serve as the first point of contact for individual business intakes.</li> <li>• Develop a marketing, social, and outreach plan that showcases California as a great place to do business for foreign companies, including gathering and promote testimonials from foreign businesses that have successfully launched or expanded in California.</li> <li>• Lead interaction with local, regional, and statewide economic development organizations, to facilitate foreign direct investment attraction efforts. Engage with federal and international officials, including the U.S. Department of Commerce, U.S. State Department, and foreign government trade and commerce officials to facilitate foreign direct investment attraction efforts.</li> <li>• Serve as the statewide point person with the U.S. Department of Commerce SelectUSA for coordinating and supporting foreign direct investment efforts in coordination with the regional Trade and Investment Representatives.</li> <li>• Exercise a high level of expertise and independence to establish and/or expand statewide international business development opportunities.</li> <li>• Represent the State of California with foreign officials and at overseas foreign direct investment trade events and conferences. Lead delegations of economic development practitioners across the state to such convenings, in coordination with the regional Trade and Investment Representatives.</li> <li>• Showcase the incentives, services, tools, and programs that the GO-Biz International Affairs and Trade makes available to foreign companies by participating in international investment-related events and speaking before groups as required by the GO-Biz executive team. Ensure leveraging of cross-promotion activities to advance shipping, passenger travel, tourism, and other aspects of California promotion.</li> <li>• Oversee the creation and maintenance of resources for foreign investors</li> <li>• Respond to technical inquiries from foreign investors regarding specific business opportunities, requirements of doing business in California, assistance and attraction programs, and other information that relates to the operations and needs of a business.</li> </ul>
<p><b>25%</b></p>	<p>Identify, report on, and, where possible, address barriers to foreign investment in California.</p> <ul style="list-style-type: none"> <li>• Identify and report on international, federal, state, and local issues creating barriers or opportunities for foreign investment in California.</li> <li>• Serve on interagency working groups, coordinate with external stakeholders, and support the program development and policy advancement of initiatives aimed at addressing barriers to foreign investment in California.</li> </ul>

	<ul style="list-style-type: none"> <li>• Serve as technical expert in compiling and updating relevant foreign investment data and statistics that provide useful information to help foreign businesses considering California for expansion. Extrapolate trends and patterns for presentations, talking points, and to inform modifications to existing programs and services or for the development of new service provision, where appropriate.</li> <li>• Regularly advise on international investment issues and factors that influence companies' ability and/or decisions to export and engage in international business opportunities. This involves preparation of reports, briefings and other planning and reporting materials as appropriate.</li> <li>• Act as ombudsperson to drive solutions and response on international investment problems, inquiries, complaints, or requests for special technical assistance arising between foreign investors, government, and private stakeholders, including serving as a subject matter resource on international investment for the CalBIS team.</li> <li>• Monitor and track U.S. Treasury's Committee for Foreign Investment in the United States (CFIUS) or any other formal foreign investment review process affecting California investment that may arise.</li> <li>• Develop foreign investment information for relevant briefing books and meeting background materials.</li> <li>• Help identify and support delivery of foreign investment that expands growth of California ports, airports, and other projects to expand California gateway activity.</li> </ul>
<b>20%</b>	<p>Complete analytical work and research related to the development of the foreign direct investment program and strategy and provide research that helps guide the direction of the state's international affairs engagement. This may include but is not limited to:</p> <ul style="list-style-type: none"> <li>• Researching and analyzing international investment and trade data, reviewing and analyzing economic data and relevant geopolitical trends in key markets, preparing reports and briefing documents, and advising management on program design and suggesting improvements.</li> <li>• Tracking and monitoring changes or trends in federal policy as it relates to foreign investment and trade.</li> <li>• Analytical tasks may include the development of budget change proposals, bill analysis, legislative proposals, and modifications of regulations, policies and procedures manuals, and Requests for Proposals. The incumbent researches and prepares analysis that will be presented to agency management, the Governor's Office, Lt. Governor's Office, and the Legislature; therefore, the SSMI must be able to produce high-quality analytical work.</li> </ul>
<b>10%</b>	<p>Collaborate with regional Trade and Investment Representatives to implement activities related to foreign direct investment under MOUs with foreign countries and sub-national governments. Duties include:</p> <ul style="list-style-type: none"> <li>• Develop, implement, and manage specific programs and initiatives to expand investment for California businesses with MOU partners.</li> <li>• Work with the Senior Deputy Director and appropriate Trade and Investment Representative to lead an interagency team responsible for implementing MOUs.</li> </ul>
<b>5%</b>	<ul style="list-style-type: none"> <li>• Other duties as assigned.</li> </ul>

<b>SUPERVISION EXERCISED</b>
This position will manage the Foreign Investment Analyst (AGPA).

**SUPERVISION RECEIVED**

The Staff Services Manager I (Supervisory) serves under the direction of the Associate Deputy Director for Industry Engagement and Development.

**PUBLIC AND INTERNAL CONTACTS**

During the course of work, the incumbent has regular contact with governmental agencies, high-level members of domestic/international business and economic development communities, private citizens and appointed and elected officials. These contacts require a high degree of sensitivity and an awareness of the functions and protocols, and interrelations of various government and private organizations.

**INITIATIVE AND INDEPENDENCE OF ACTION**

The position requires a high degree of creativity and initiative in finding solutions to non-routine problems. It requires proper judgment and accurate assessment of the significance of situations and activities. It requires the accurate setting of priorities, and good time management to ensure completion of work activities within specific time frames.

**CONSEQUENCE OF ERROR**

Error, poor judgment, and lack of professionalism could result in the loss of significant economic development and job creation in California.

**CERTIFICATION**

This position statement fairly represents the responsibilities and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Personnel Office.

I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

**Employee Signature:**

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<b>Foreign Direct Investment Program Manager, International Affairs and Trade</b>	<b>Date</b>

**Employee's Printed Name:**

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**Supervisor's Signature:**

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<b>Associate Deputy Director for Industry Engagement and Development, International Affairs and Trade</b>	<b>Date</b>

**Supervisor's Printed Name:**

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**DESIRABLE QUALIFICATIONS**

- Knowledge of economic development strategies, programs applicable to business and job development, the U.S. Commercial Service, and other investment-related government
- Demonstrated background of practical experience in a government international trade agency or a combination of private sector and government foreign direct investment promotion and assistance
- Experience working with SelectUSA, U.S. Department of Commerce, GO-Biz, and U.S. & Foreign Commercial Service
- Experience engaging with foreign governments, business leaders, and different cultures
- Data analytics experience
- Public speaking and presentation experience
- Demonstrated leadership abilities
- Fluency in an additional language
- International trade and investment show and trade mission experience