



JAMPRO
EXPORT AND INVESTMENT JAMAICA

CAREER OPPORTUNITY

Position

Regional Manager - North American Regional Office (USA & Canada)

Job Scope

The Regional Manager North America Operating from JAMPRO's New York Office will cover the North American region and will have managerial responsibility for both the New York, USA and Toronto, Canada Regional Offices. **The Manager must reside and have legal basis to work in the USA.**

The Regional Manager is charged with the responsibility to:

- Promote Jamaica in the North American markets (USA & Canada) as the preferred business destination for investment
- Identify and manage a portfolio of potential investors in targeted sectors
- Identify and develop opportunities for Jamaican exports into those markets
- Direct and oversee the operations of the New York & Canada offices to achieve agreed export and investment targets
- Oversee the execution of all marketing activities within the North American Market
- Support the execution of promotional activities out of Head Office (Jamaica) in North America

Key Responsibilities

The incumbent is expected to perform a range of duties to effectively lead the North American Regional Offices. These include but are not limited to the following:

- Develop and implement a comprehensive strategic plan to market Jamaica as an attractive destination for export and investment, identifying opportunities across Jamaica's priority sectors (Agribusiness, Global Digital Services, Logistics, Tourism) and secondary sectors (Film, Non-Bauxite Mining, Non-food manufacturing)
- Plan and execute sales/ business development meetings within market (wholesalers, retailers' restaurateurs and distributors). Attend seminars, tradeshow and forums to promote brand Jamaica and establish Jamaican products and services across the United States and Canada
- Identify markets and generate qualified leads for export opportunities and investments in Jamaica
- Directly target potential investors to encourage their investment in Jamaica
- Develop and maintain a database of qualified leads with an interest in investing in the Caribbean or importing from the Caribbean
- Coordinate with sector teams within the Export and Investment & Linkages Divisions in Head Office to secure information, data, and requisite support to develop prospects
- Provide investor support services in collaboration with the Export or the Investment and Linkages Division's (obtaining licenses, permits, certificates or the relevant clearance needed) to facilitate and expedite the establishment of new business or the expansion of existing ones in Jamaica
- Coordinate activities with and through agencies or departments of the Government of Jamaica that support local businesses to foster linkages between local and foreign investors
- Provide local and foreign investors and prospective investors with information on potential joint venture partnerships



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- Work collaboratively with the VP-Marketing and Opportunity Packaging, the VP Marketing and Opportunity Packaging Support Unit and Integrated Marketing Communications Department to support the execution of Do Business Jamaica brand and content creation for events, press releases and digital marketing for activities, events and/or webinars in the North American Market
- Liaise with the Research & Opportunity Packaging Department in conducting Due Diligence screening and credit checks to confirm the economic viability of prospective clients
- In collaboration with relevant divisions in Head Office, advise the Government of Jamaica on policy and procedural reforms to facilitate the investment process for North American businesses
- Establish business rapport with top executives in targeted companies throughout the North American Region through telephone, correspondence and B2B meetings
- Undertake human resource management activities in relation to direct reports, including but not limited to interviewing and selection, performance management and evaluation, training, coaching, disciplining and approval of leave for staff in accordance with JAMPRO's policies and procedures
- Participate in the development of JAMPRO's annual strategic and operational plans and four-year strategy
- Prepare monthly status report as required for submission to the Ministry, Board, President and other stakeholders
- Represent JAMPRO at national and international events
- Perform other related functions as assigned by the President and/or Vice President

Qualifications, Experience and Key Competencies

- Master's degree in Marketing, Management Studies, Economics or equivalent qualification/training
- Training and experience in project management and analysis
- Five (5) years' related experience at a senior managerial level
- Minimum 2 years Salesforce working experience
- Working knowledge of the Jamaican economy
- Clear understanding and working experience of Jamaica key Export and Investment Sectors respectively
- Business development acumen of Doing Business in Jamaica e.g. business registration, export requirements, logistics by air and sea
- Project management knowledge and expertise
- Knowledge and experience using CRM Software
- Working knowledge of Foreign Affairs to work with Jamaica Ambassadors, Honorary Consuls and Consular Generals in market to assist with export and investment growth
- Previous experience working with Caribbean and or Jamaica manufacturing Companies is an asset
- Exceptional client relationship and networking skills
- Excellent communication skills
- Leadership and teambuilding skills
- Superior analytical skills
- In-depth knowledge of international trade requirements



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Qualified applicants are invited to submit letter and résumé by October 19, 2025 addressed to:

Manager, Human Resources

JAMPRO Email: vacancies@dobusinessjamaica.com