

EMPLOYMENT OPPORTUNITY

U.S. SOY for a growing world



JOB POSTING

POSITION TITLE	Senior Director, U.S. Soy Marketing Programs		
REPORTS TO	Chief Executive Officer		
DATE POSTED	May 8, 2018	CLOSING DATE	May 31, 2018
APPLY TO	Ashleigh Haub at ahaub@ussec.org		
REPORTING RELATIONSHIP AND POSITION PURPOSE	<p>Working with the Directors of the Animal, Aquaculture and Human/Oil Focus Areas and the Stakeholder Relations Manager. This position will have accountability to ensure we design and implement Programs which grow markets for U.S. Soy in line with the Strategic Goals of our Funding Sources and which generate involvement with USSEC's Members (the U.S. Export Industry and QSSB's).</p> <p>In addition this Senior Director will develop and provide oversight in the goals of the Events Planner.</p> <p>Reporting to this position will be the Directors for Animal, Aquaculture and Human/Oil Focus Areas and the Events Planner.</p> <p>These 4 outwardly facing positions are critical to the overall long term success of USSEC and our soy partners.</p> <p>This position will report to USSEC's CEO.</p> <p>This position will be based in USSEC's St Louis Headquarters Office and the competitive compensation package will be commensurate with the experience and qualifications of the applicant.</p> <p>USSEC's goals are driven primarily by the United Soybean Board's (USB) Long-Range Strategic Plan, as well as the goals of the Foreign Agricultural Service (FAS), the goals of the Qualified State Soybean Boards (QSSB's) and goals of USSEC's Industry Members.</p> <p>USSEC's key activities are to differentiate and build preference for U.S. Soy while ensuring that U.S. Soy enjoys market access in the markets it chooses to serve. To achieve these overarching goals USSEC develops programs in its key consumption Focus Areas that develop both short and long-term demand. Communication with U.S. Exporters and our Regional Teams is critical to ensure our Programs are meeting the needs both parties. Interaction with QSSB's is important to ensure that USSEC understands their unique Strategic International Marketing goals and that we tailor programs to meet their needs, and finally developing and hosting significant events around the world that will properly showcase U.S. soy are all part of the USSEC plan to continue building preference for U.S. soy in key markets. As we evolve to the new (Feb, 2018) USB Strategic Plan for International Marketing this role will be deeply involved in ensuring that project work and investment allocation is properly aligned.</p> <p>The position is the responsible party to ensure that all those involved are complying with USSEC's Core Values and working diligently to maximize the value of all investments made at all times. This individual must set the tone and lead all those involved with Worldwide Programs and Stakeholder Relations, and event management to a high level of performance in all areas.</p>		

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ACCOUNTABILITIES	<ul style="list-style-type: none">• Oversight and direction of focus area Program Development, Stakeholder Relationship strategy, and events coordination for USSEC.• Ensuring Investment Focus and Investment Allocation is aligned with the new USB I.M. Strategic Plan (Feb, 2018).• Expanding outreach to U.S. Industry and QSSB's to maximize their involvement in USSEC's Programs and grow USSEC's opportunity to complement their efforts.• Strategy development for connecting with Industry/Stakeholders utilizing USSOY.org website and CRM deployment for Industry/Stakeholders.• Interaction on a regular basis with the Focus Area Directors (Animal, Aqua, Human Food (Oil) and Market Access) and the RD's to provide Stakeholder Relations Assistance and to stay abreast of the key issues.• Work with existing Team responsible for GTE and other Industry Meetings to grow their relevance to Industry and results in terms of marketing more U.S. Soy.• Assist in the development and implementation of special projects/programs as designated by the USSEC CEO or CFO.• Provide other services as may be specifically requested by the CEO, and will travel to and provide support in other countries in the world as requested by the CEO.
EDUCATION AND EXPERIENCE	<ul style="list-style-type: none">• An equivalent combination of education, training and experience will be considered.• Bachelor's degree from an accredited college or university majoring in Business, Marketing, Economics, Agricultural or related field.• At least 8 years of job related experience required.• Managerial / employee supervisory experience is required.
KEY COMPETENCIES	<ul style="list-style-type: none">• Demonstrated strategic marketing plan development and implementation skills• Demonstrated communication and interpersonal skills (written, verbal, graphic, PowerPoint)• Ability to effectively multi-task and prioritize.• Knowledge of U.S. and global Oil Seeds Industry including processing economics, export economics and likely industry developments.• Ability to work effectively with multi-nationals and team members from other disciplines.• Strong leadership skills.• Thorough knowledge of U.S. agriculture, U.S. agricultural programs and policies.• Knowledge of marketing and management principles.• Knowledge of private sector sales and marketing programs and systems.• Adequate management skills to oversee Contractors and Project Investments.• Basic Microsoft Office skills.
PHYSICAL ABILITIES	<p>Those commonly associated with the performance of the functions of this job include:</p> <ul style="list-style-type: none">• Exposed to moderate noise levels.• Light, sedentary office work and frequent travel to meetings, conferences, etc.• Ability to travel domestically and internationally on a frequent basis.
WORKING RELATIONSHIPS	<p>Key Contacts – Direct Reports, U.S. soy customers, current and potential USSEC Members, QSSB's, other Soy Family Members, other similar Cooperators and USSEC Colleagues.</p>

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ABOUT USSEC

The U.S. Soybean Export Council (USSEC) builds preference for U.S. soybeans worldwide by creating demand through educating soy users and connecting soy professionals. We are a dynamic partnership of key stakeholders representing soybean producers, processors, commodity shippers, merchandisers, allied agribusinesses and agricultural organizations.

The USSEC team is governed by core values. These values shape our culture and define the very character of our organization. They guide how we behave and make decisions. **AT USSEC WE ... DELIVER WORLD CLASS PERFORMANCE, ACT RESPONSIBLY, FOSTER OUR DIVERSITY AND TRUST OUR TEAM.** To learn more, visit www.ussec.org/ussecvalues.

USSEC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.