

JOB POSTING

POSITION TITLE Industry Relations Coordinator
REPORTS TO Industry Relations Manager
DATE POSTED March 27, 2019
CLOSING DATE April 18, 2019
APPLY TO Ashleigh Haub at ahaub@ussec.org

Based: St Louis, MO Headquarters
FLSA: Exempt
Direct Reports:

Position Summary / Primary Duty:

This position is located in St. Louis and reports to the Industry Relations Manager. This is a mid-level position in the Marketing Department of USSEC.

Primary duties include the development and implementation of programs, projects and activities designed to increase and retain memberships with USSEC, and interact on a regular basis with industry for strategic guidance, grounding, and value chain comprehension.

Represents USSEC in its relationships with numerous external constituencies. The position supports the implementation of USSEC's membership and industry outreach plan of action. This position reports directly to the Industry Relations Manager and will work closely with others on the USSEC marketing team.

The Industry Relations Coordinator assists in identifying, developing and maintaining external relationships to further USSEC's outreach efforts; promote USSEC capabilities and coordinate strategic direction.

This position works collaboratively with the entire USSEC marketing team to demonstrate USSEC's efforts at enhanced member opportunities and stakeholder participation.

Essential Job Functions include the following. Other duties may be assigned

Specifically Related to Industry Relations: (Under the Management of the Industry Relations Manager)

- Develops and ensures that established procedures for outreach to the industry are consistently followed.
- Develops and ensures regular and valuable industry contact schedules
- Assists as needed with management of various member/industry relations activities/committees.
- Assist in managing the industry communications database in sufficient detail to support Industry Relations activities.
- Develop and manage processes for regularly identifying industry needs.

- Track the success and overall performance of all IR activities.
- Develop and manage process for industry feedback on programs and services and annual convention.
- Assist with trade show and meeting related activities as required.
- Assist Industry relations manager with various monthly and yearly reports.
- Assist Target Area Directors with industry specific tasks and maintenance, such as organizing data, communications, and outreach.
- Coordinate and organize trade team activities in the U.S. with U.S. soy industry and qualified state soybean boards (QSSBs).

Directly Related to Membership:

- Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
- Manage the membership application process.
- Manage the communications database in sufficiently support all membership activities.
- Publish monthly and annual reports on membership status.
- Develop and manage membership recruitment efforts including maintenance of standard communications and schedule for follow-up to prospective members.
- Coordinate member profile and bio change on website and directories.
- Develop and manage processes for regularly identifying member needs.
- Develop and manage process for member feedback on programs and services and annual convention.
- Attend meetings of the board, committees, committee chairs, task forces, and planning sessions as required.
- Manage the development and production of products and services created for members.
- Calls and requests active members to make personal referrals and to assist with recruitment
- Tracks the success and overall performance of all membership activities.
- Organizes production of membership kits for sales calls, "blitzes" and direct mail activities.
- Researches the need for on-going membership promotions regarding demographics, market segmentation
- Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
- Conducts orientation programs for new members.
- Establish and maintain relationships with members and perspective organizations/businesses
- Holds prospective member functions.
- Assist with trade show and meeting related activities as required.
- Develop and prepare monthly industry update emails to inform members of upcoming activities, recent events and news, and other informative resources.

Marketing:

- To interact on a regular basis with the experts in the field to build a consistent, global approach to the programs and projects important to USSEC stakeholders
- Coordinate joint marketing activities as necessary to implement the stakeholder engagement plan
- Propose new and innovative ideas as they relate to fulfillment of the strategic direction of the organization

Ancillary Job Functions:

- Understand and adhere to the USSEC Core Values Statements.
- Work closely and collaboratively with your teammates and those you supervise to help ensure success across the board
- Ensure that all HR requirements and payroll accounting requirements are met in a timely manner by yourself and your direct reports

Education and Experience:

(an equivalent combination of education, training and experience will be considered)

- Working knowledge and background experience in the soybean industry
- Bachelor's degree in business, marketing, agriculture, or another field related to the position's duties and four years of work experience coordinating or administering agricultural programs
- Excellent verbal, written, and interpersonal communication skills
- Ability to establish and maintain effective working relationships with a variety of people
- Ability to work in a team environment
- Computer skills
- Critical thinking, prioritization, analytical, organization, and planning skills

Preferred Qualifications:

- Working knowledge of the soybean industry
- Previous experience developing and growing Membership programs for non-profit organizations
- Strong writing and verbal communications skills.
- Work experience marketing soybean products domestically and internationally
- Experience working with contractors and other state and national organizations in promoting soybeans or other agricultural commodity to potential domestic and international buyers
- Work experience developing and managing budgets and contracts
- Work experience making presentations to groups including boards
- Work experience establishing and maintaining working relationships with a variety of people including co-workers, producers, agribusinesses, boards, and contractors
- Experience utilizing Microsoft Word, Excel, Access, PowerPoint, Microsoft Project, and Outlook
- Willingness to work, travel and participate in foreign cultures.
- Familiarity with U.S. agriculture, agricultural programs and policies.

Equipment used to perform the job

(may be representative but not all inclusive of those commonly associated with this position)

- Standard office equipment, including laptop, printer, smartphone, etc.

EMPLOYMENT OPPORTUNITY

U.S. SOY for a growing world



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.

In accordance with Federal law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, disability, and reprisal or retaliation for prior civil rights activity. (Not all prohibited bases apply to all programs.)

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact USSEC at (Number and Email for the contact person). Additionally, program information may be made available in languages other than English.

To file a complaint alleging program discrimination, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at:

https://www.ascr.usda.gov/sites/default/files/Complain_combined_6_8_12_508_0.pdf or at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410, by fax: (202) 690-7442; or email program.intake@usda.gov. Additional information on filing a program discrimination complaint can be found at: <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>.

This institution is an equal opportunity employer and provider.