

JOB POSTING

POSITION TITLE Senior Director, Soybean Meal Feed Markets
REPORTS TO USSEC - Chief Executive Officer
DATE POSTED July 11, 2019
CLOSING DATE July 18, 2019
APPLY TO Ashleigh Haub at ahaub@ussec.org

Based: St Louis, MO Headquarters
FLSA: Exempt
Direct Reports: 1

REPORTING RELATIONSHIP AND POSITION PURPOSE:

Reporting directly to the USSEC CEO and collaborating actively with the USB, VP for Meal.

This Senior Director will lead the organization's marketing and promotion messaging and work strategies for the Soybean Meal Focus Area building on the good progress made and helping to take it to the next level. These business development efforts will be based on the latest empirical, differentiating product, consumer/customer research and industry feedback that builds insightful, innovative long-term opportunities for U.S. soy. These efforts include Soybean Meal and other products produced from U.S. Soybeans regardless of where or how the processing takes place, although product positioning must consider U.S. soy returns from value-added versus raw material export and market promotion strategies.

The goals of USSEC's promotion and marketing programs are to differentiate, build preference for, and ensure market access for U.S. soy internationally. This work will be wholly consistent with that overarching goal.

The Senior Director will be the Leader on a globally based team of staff and consultants that will move its target audience of international feed ingredient purchasers, feed producers and Soybean Meal producers to understand and embrace the nutritional (e.g., amino acids and carbohydrates) and sustainability advantages of U.S. soy as a feed ingredient.

The Senior Director will have technical knowledge to directly or indirectly (via consultant oversight) direct discovery/research needs as well as commercial experience necessary to encourage USSEC Team to use the research to effect industry behavior. In this work this individual will work closely with United Soybean Board (USB) VP for Meal as evidence is developed and programs are designed. The overarching goal of this effort is to understand and leverage scientific literature and technical data, including publications in peer-reviewed scientific journals, technical reports and other empirical sources to strengthen marketing and communication efforts. This market-driven research strategy will be created

and continually refined in collaboration with USB staff, USSEC global consultants, industry input and other public and private strategic partners.

Specifically, the Senior Director will work with:

- USB's VP Meal Strategy, USB/USSEC Communication and Marketing Team, and USB's Measurement and Evaluation Manager.
- USSEC's Focus Area Director for Aquaculture to understand the international aquaculture strategy, the process that has been used to create alignment across Regions and the centralized aquaculture budgeting process.
- U.S. Soy Industry Members to understand Industry opportunities and constraints so these are considered in creation of U.S. Soy marketing messages.
- USSEC's Senior Director of U.S. Soy Marketing to ensure that U.S. Industry fully understands this message and is using it in their marketing efforts and that we have appropriate marketing materials available for all Stakeholders.
- USSEC Regional Directors to ensure that strong messaging and work by staff and consultants is being conducted in each Region.
- USSEC's Director of Measurement and Evaluation to ensure that all program work is designed with clear deliverables and that the evaluation of this work can lead to continual program improvement and refinement.

KEY RESPONSIBILITIES:

1. Lead Communication and Marketing Work Plan Development for U.S. Soybean Meal Utilization Marketing and Promotion:
 - a. The USSEC Soybean Meal Team is a globally based team of staff and consultants that develop and use marketing and promotion tools that support the organizational objectives of moving the target audience to understand the nutritional advantages of U.S. Soy protein and become consistent purchasers who favor U.S. Soy. These Teams (Animal and Aqua) work with current and potential soy users around the World with the goal of increasing soy consumption generally (in emerging markets) and U.S. Soy specifically in expansion and mature markets.
 - b. The Senior Director will ensure that the latest information and messaging is leveraged and applied, and that a thorough, tested, and measurable workplan for messaging delivery is outlined and shared with all Regional Directors so they can direct their Implementation teams accordingly.

2. Direct U.S. Soy Soybean Meal Research Activities:
 - a. Working with USSEC Team Members, USB's VP Meal Strategy and other Consultants to review and consider the commercial implications of the existing product research that is the basis for product differentiation and preference building work for U.S. Soy by leading meta-analyses, literature reviews, and other empirical, evidence-based methods. Process feedback from existing and potential Customers of U.S. Soy to understand existing and emerging research gaps and priorities to effectively communicate the U.S. Soy Advantage so as to change behavior in this key global consumption area. Develop plans to gather needed data, conduct research, etc. as required in order to create compelling messaging about the nutritional and consistency advantages of U.S. Soy.
 - b. Review and help update the existing marketing materials used to differentiate and build preference for U.S. Soy in this Focus Area and develop plans to update these and ensure they are applied and/or adapted consistently around the World.
 - c. Identify global Key Accounts for marketing efforts and ensure that the positioning research exists to differentiate U.S. Soy with existing and/or potential customers.
 - d. Prioritize collaborative synergy between animal and aquaculture work to enhance feed outcomes with U.S. soy as a key ingredient in cost-effective rations.
3. Communicate with U.S. Soy Industry to understand Industry opportunities and constraints and apply this knowledge in creation of U.S. Soy Marketing Messages. Collaborate with USSEC's Senior Director of U.S. Soy Marketing and help USSEC's Industry Relations Team to ensure that U.S. Industry fully understands this message and is using it in their Marketing Efforts and that appropriate marketing materials available for all Stakeholders.
4. Review current activities of all Soybean Meal Utilization Team Members to assess how these fit with desired structure and strategic communication needs.
 - a. Develop a model set of key accountabilities and deliverables for employees/contractors around the World that USSEC's Regional Directors can apply in setting the deliverables for their regional consultants.
 - b. Ensure accountabilities are set and evaluated on appropriate USSEC-focused Investment activities in the various markets where USSEC operates.
 - c. Develop standardized game plans and expected measurable outcomes for these efforts. Working with USSEC Director for Measurement & Evaluation and USB's M&E Manager to develop and refine processes for measuring and evaluating effectiveness and impact of efforts in various markets and utilize these measurements to plan and refine future investments.
 - d. Catalog key contacts in each region and determine game plans for each to ensure that USSEC implementation focus is on the highest opportunity contacts.

5. Provide content development support and direction to the USSEC global marketing teams in their organization and implementation of trade shows, conferences, workshops etc. This support includes but is not limited to:
 - a. Organize training and orientation sessions to ensure that our global team fully understands our U.S. Soy nutritional advantage marketing strategy and talking points. Help customize these regionally as required. Work to refine and improve related messaging as additional evidence becomes available.
 - b. Work with USB/USSEC communication and marketing team to seek and apply opportunities to use the US SOY CRM tool to quickly and efficiently communicate information about the U.S. Soy Nutritional Advantage via this channel.
 - c. Provide input on potential agenda items that drive U.S. Soy Advantage messaging.
 - d. Identify, recommend and secure subject matter experts to present at these marketing activities.
 - e. Provide global marketing teams with promotion materials and other resources to ensure the success of the marketing activities.
 - f. Play a supporting role in the conduct and implementation of the marketing activities outside the USA.
6. U.S. Soy Animal Feed Sustainability
 - a. Collaborate with the USSEC Director of Sustainability, lead in developing and refining how the sustainability of U.S. Soy industry is integrated into U.S. Soy nutritional bundle soybean meal utilization marketing and promotion strategies and materials.
 - b. Serve as a subject matter expert on the evolving U.S. Soy Sustainability Assurance Protocol and other U.S. Soy sustainability opportunities and assist the USSEC Director of Sustainability and USB's VP of Sustainability Strategy in assuring all animal utilization staff and contractors understand and utilize sustainability to differentiate U.S. soy.
7. Communications Liaison
 - a. Collaborate with the USB/USSEC Communications and Marketing Team to capitalize on opportunities in the media that promote the U.S. Soy Nutritional Advantage.
 - b. Identify appropriate contacts with USB/USSEC Communications Team among the worldwide Soybean Meal Protein Team and link accordingly.
8. Regional & WW Marketing Plan Development
 - a. Work within the annual Funding Plan development to develop overarching Proposals consistent with Funding Source overall Strategies (USB, FAS, QSSB's).
 - b. Direct Regional Soybean Meal Proposal Development and sign-off on to ensure consistency and fit with overarching strategy as well as the USSEC Soybean Meal Strategy.

- c. Organize, prepare, and serve as USSEC lead in organization, preparation and monitoring of the process to design and propose all USB investments in USSEC programs to increase global utilization of U.S. soy protein.
9. Program Evaluation & Reporting
 - a. Primary contact to the USSEC Management and Evaluation Director in collaboration with USB's M&E Manager to ensure that Animal and Aqua Utilization Programs are measured and evaluated as directed.
 - b. Lead in educating USSEC animal utilization staff and contractors' understanding of the monitoring and evaluation process and assuring process compliance and value in service of continual program improvement.
10. Other Projects as Assigned
 - a. Provide other services as may be specifically requested.

The goals of USSEC's promotion and marketing programs are to differentiate, build preference for, and ensure market access for U.S. soy internationally. To achieve these goals USSEC develops and implements programs that are driven primarily by the United Soybean Board's (USB) Strategic Plan (LRSP), as well as the goals of the Foreign Agricultural Service (FAS), Qualified State Soybean Boards (QSSB's) and input from industry members. The Senior Director ensures that Regional staff and contractors within the scope of Soybean Meal focus area understand the goals and objectives of USSEC's funding sources and that these goals and objectives drive the Regional staff and contractors' annual work plans.

The Director will provide leadership for all Soybean Meal related projects to assure they are implemented effectively, achieving the project's deliverables, objectives and investment goals.

As needed, the Director will hire consultants to assist USSEC implement its programs and achieve its goals. The Director is responsible to:

1. Ensure that the consultants possess the most up-to-date skillsets available and that they are complying with USSEC's Core Values and maximizing the value of investments made at all times.
2. The Director and consultants are expected to identify new innovative ways to differentiate and build preference in emerging markets that could become key consumers of U.S. soy, while continuing to protect core markets. The information gained through these efforts must be deployed to USSEC's Regional teams to drive the overall organizational goal of differentiating and creating preference for U.S. Soy key markets.

The Senior Director will also have "Key Subject Matter Expert Responsibilities" with a primary funding source for USSEC. This may include USB Action Teams (or future versions thereof), FAS or other key funding sources as they develop. In this capacity, the Senior Director will be the accountable party for the communication with that part of the key funding source, recognizing that others within USSEC will also have contact with other parts of the funding source.

WORKING RELATIONSHIPS

Key Contacts – U.S. Soy Family colleagues, Global Industry participants, university researchers, industry association staff including NOPA, USAPEEC, USMEF, U.S. or international government authorities, USDA/FAS Staff, focus area consultants, non-governmental partners (e.g., CGIAR Research Centers; international NGOs working to develop capacity in future feed markets), overseas governmental agencies (e.g., Ministries of Agriculture), and U.S. soy grower leaders.

KNOWLEDGE, SKILLS AND ABILITIES which may be representative, but not all inclusive, of those commonly associated with this position.

- Strong understanding and working knowledge of the strategic initiatives of USSEC primary funding sources.
- Ability to understand technical data and translate into action plans that will benefit USSEC's Stakeholders.
- Demonstrated leadership skills.
- Ability to effectively multi-task and prioritize.
- Ability to work effectively with multi-nationals and team members from other disciplines in a cross-cultural environment implementation context.
- Strong verbal and written communication skills. Science communication skills a plus. Demonstrated capacity to assess and review scientific and industry literature to develop effective marketing and communication strategy and content.
- Thorough knowledge of U.S. agriculture, agricultural programs and policies.
- Knowledge of marketing and management principles.
- Knowledge of private sector sales and marketing programs and soy processing and logistics.
- Strong management skills including hiring, performance management, discipline and discharge.
- Microsoft Office skills.
- Strong analytical skills including data strategy and demonstrated statistical and database competency.

EDUCATION AND EXPERIENCE: An equivalent combination of education, training and experience will be considered. This position will require breadth of knowledge about the global industry, a good understanding of the strategic drivers and good communication skills.

- Bachelor's degree from an accredited college or university majoring in Animal Nutrition, Business Administration, Marketing, International Business/Relations or related field required. Master's degree or higher preferred, although a combination of experience and education will define the successful candidate. The Successful candidate will rely on Industry Experience and pull in specific technical resources as required, but this ideal candidate need not be a deep, technical expert. Work experience in a related field is strongly desired.
- Industry experience in a related field (e.g., animal nutrition, animal and aquaculture production, international commodity trading, soybean processing, export marketing, international research and development, evidence-based technical marketing).
- Demonstrated and or capacity to work within a team that can effectively pull together a strategic marketing plan, do the necessary background work through Industry Experts, and then execute the plan.
- Exposure to, and understanding, of the economics that drive the U.S. and Global Feed (including protein) Value Chains (Animal Nutrition, Animal and Aquaculture Production Systems, Export Trading, Soybean Processing) required.
- Demonstrated ability to communicate and be respected by Industry Stakeholders on both a commercial and technical level.
- At least ten (10) years of job-related experience required.

WORK ENVIRONMENT

- Light, sedentary office work and frequent travel to meetings, conferences, etc.
- Ability to travel domestically and internationally on a frequent basis.
- Ability to participate in Meetings and work extended hours on days as required.
- Exposed to moderate noise levels in meetings, travel situations, etc.

EQUIPMENT TO PERFORM THE JOB which 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.

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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>.

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