

United States Soybean Export Council

JOB DESCRIPTION



Job Description

Department: Marketing & Communications
Country: United States
Position Title: **Director, Communications**
Date: 11/2020
Reports To: Senior Director, U.S. Soy Marketing
FLSA: Exempt
Direct Reports: Senior Director, U.S. Soy Marketing

POSITION SUMMARY/PRIMARY DUTY:

This position is located in St. Louis and reports to the Senior Director, U.S. Soy Marketing, and is a member of the Sr. Director's professional staff.

This position supports USSEC by providing critical strategic direction, oversight, program and staff management for USSEC's global communications programming that supports overall marketing programs.

As the Director of Communications this person must be well versed on the U.S. Soy industry's strategic objectives in order to develop communications programs and materials that support those marketing objectives.

The Director of Communications continually assesses USSEC's communications programs, prepares annual program plans and oversee the execution of those plans.

This position works collaboratively with the USSEC Regional Directors (RDs), Senior Directors, Focus Area Directors (FADs) to assess individual business units' communications and marketing needs and deliver programs and materials to meet those needs.

ESSENTIAL JOB FUNCTIONS include the following. Other duties may be assigned.

Communications:

- ❖ Assess USSEC's communications and marketing objectives and develop a comprehensive annual plan to achieve those goals utilizing staff, agencies and freelancers.
- ❖ Plan, direct, organize and manage USSEC's communications programming:

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- Communications:
 - Working with USSEC's various focus area business units develop the communications strategies that will convey to global target audiences the critical messages that reinforce the U.S. Soy advantages of that focus area.
 - Working with USSEC's regional business units, support the roll out of the focus areas' critical messaging for the target audiences in those regions.
 - Develop and update USSEC's brand guidelines and supporting communications and marketing materials and assure compliance and utilization across all business units.
 - Organize an editorial calendar of content to be promoted through USSEC communications channels.
 - Digital & Social Media Communications and Marketing:
 - Assess USSEC's current digital communications and social media strategy and programs. Identify opportunities for improvement and implement those recommendations.
 - Develop and implement coordinated communications and marketing strategies that integrate all USSEC's current digital and social media capacities.
 - Using USSEC's Hubspot communications and marketing assets, organize targeted communications campaigns in conjunction with focus areas and regional directors.
 - Provide organization wide leadership in utilization and training of Hubspot in direct marketing communications.
 - Provide analytics and results of direct digital marketing and communications efforts and adjust and improve efforts based upon those results.
 - Website Management
 - Assess USSEC's current website deployment and identify opportunities to improve these sites.
 - Monitor and manage necessary changes and upgrades required for all USSEC sites.
 - Social Media
 - Assess USSEC's paid and unpaid social media strategies and adjust those strategies as required.
 - Provide analytics and results of paid and unpaid social media promotion and adjust strategy based upon those results.
 - CEO and Grower Leader Communications Support
 - Lead the team in development of presentations and comments for the USSEC CEO and Grower Leaders.
 - Assure the quality and timely provision of the presentations and comments.
- ❖ Media Relations

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- Develop relations with key media outlets in order to assure USSEC is seen as the predominant subject matter expert on U.S. Soy exports and impacts of international events on the U.S. soy industry's competitiveness.
- Where necessary and deemed beneficial collaborate with the communications teams of the United Soybean Board (USB) and the American Soybean Association (ASA) to maximize the potential of coverage and foster close relationships with media organizations.
- ❖ USSEC Event Branding and Communications Planning
 - At major industry events, currently the Commodity Classic and the Global Trade Exchange plan and execute the event branding and communications planning. This includes:
 - Branding strategy throughout the event
 - USSEC pavilion planning and staffing
 - Develop a media and communications plan to maximize coverage of USSEC's key messages around that event
 - Execute other activities that will assure USSEC's exposure and profile at these events.
- ❖ Investor and Industry Communications:
 - Support and Collaborate with the ASA and & USB Communications Teams
 - Participate in frequent and regularly scheduled meetings with these communications partners.
 - Provide assistance to those teams in development of messaging that pertains to the export marketing of U.S. Soy and USSEC.
 - Where beneficial to do so coordinate outreach to media organizations to maximize the exposure of U.S. Soy to domestic and global audiences.
 - Qualified State Soybean Board (QSSB) Communications Support
 - Participate in frequent and regularly scheduled meetings with QSSB communicators.
 - Develop a plan of action to meet the requested and anticipated needs of the communications teams in those organizations.
 - Industry Communications
 - Working with USSEC's Industry Relations business unit, develop timely communications that keep the U.S. Soy industry abreast of quickly emerging issues that can impact the industry's ability meet the needs of the marketplace and its competitiveness.
 - Develop regular and periodic industry updates on USSEC programing around that world that the U.S. Soy industry can utilize to maximize its competitiveness.

Management:

- Management of the Communications programing.
 - Direct day-to-day management of USSEC Communications team consisting of staff, agencies and freelancers.

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- Conduct annual evaluations of Communications team members and contractors.
- Provide leadership and direction to USSEC Communications team in program implementation, ensuring that programs are organized and conducted within USSEC's management framework, including:
 - Contracting procedures
 - Project Change Requests
 - Monthly Project Reports
 - Mid and end of year USB reports
 - Contractor Management
- Fiscal responsibilities include oversight of:
 - Develop of annual program projects for consideration of funding by USSEC investors
 - Monitor and track program budgets for optimal investment rates

EDUCATION and EXPERIENCE An equivalent combination of education, training and experience will be considered.

- ❖ Minimum of a bachelor's degree in the field of communications, marketing, or a related discipline.
- ❖ Demonstrated ability to successfully manage and to direct an organization, department or business involving a number of people, experience in non-profit organizational membership programs a definite plus
- ❖ Demonstrated experience in communications and marketing at an international level and in working successfully together with other cultures and nationalities.
- ❖ Willingness to work, travel and participate in foreign cultures.
- ❖ Familiarity with U.S. Soy, agriculture, agricultural programs and policies.

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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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.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

Apply by 12/21/2020: jricks@ussec.org.