



REQUEST FOR PROPOSAL: COMMUNICATIONS LEAD - SOUTHEAST ASIA

SUBMISSION DEADLINE: Wednesday, Nov 30, 2022 by 5:00 PM (Singapore time)

RFP CONTACT:

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Position: Communications Lead - Southeast Asia

Reports to: Direct line – Regional Director, SEA Region;
Dotted line – Director of Global Communications

Direct Reports: The role will manage communications and marketing agencies and contractors.

ABOUT U.S. SOY

Representing the positive global human impact of soy grown in the United States, the [U.S. Soy](#) brand carries forward soy's promise to transform global nutrition, provide climate-forward solutions, and support progress for people and their communities around the world.

U.S. Soy is powered by the innovation of the industry; the unsurpassed quality, reliability, and sustainability of the soybeans grown by our farming families who invest through checkoff dollars; and the commitment of the organizations that raise awareness, build demand, develop new markets, and discover new uses for soy and soy products.

U.S. Soy envisions a world where soy is a fundamental ingredient in solving the broad challenges of humanity.

ABOUT THE U.S. SOYBEAN EXPORT COUNCIL (USSEC)

[U.S. Soybean Export Council \(USSEC\)](#) focuses on differentiating, elevating preference, and attaining market access for the use of [U.S. Soy](#) for human consumption, aquaculture, and livestock feed in 80+ countries internationally.

[USSEC](#) members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service (FAS) matching funds, and industry.



POSITION SUMMARY

USSEC is looking for a communications expert to lead regional communications strategy, plans and implementation to ensure U.S. Soy is perceived as a trusted, sustainable source of nutrition and energy across the Southeast Asia region.

U.S. Soy is USA's #1 food and agriculture export [\$40 billion in 2021/22]. The Southeast Asia region has five of U.S. Soy's top 20 international markets, and covers Australia, Cambodia, [Indonesia](#), Laos, [Malaysia](#), [Myanmar](#), New Zealand, [Philippines](#), Singapore, [Thailand](#), and [Vietnam](#).

If you have the talent and desire to advance food and nutrition security, climate-forward solutions, and progress for people and communities, this opportunity can help make it happen.

This role will advance USSEC's strategic goals to differentiate, elevate preference, and attain market access for the use of U.S. Soy in [animal nutrition](#), [aquaculture](#), [oil](#), [soy foods](#), and to advance [sustainability](#) (U.S. Soy's is committed to U.N. SDG2 Zero Hunger), including supporting USSEC's Soy Excellence Centers (SEC).

This role works closely with USSEC's Regional Director (RD) for Southeast Asia, Worldwide (WW) Communications and Marketing team, and Region colleagues.

This role is based in Singapore and is a full-time contract opportunity.

PURPOSE OF THE RFP

A suitable individual will be selected for the period of December 2022 through September 30, 2023 to align with USSEC's current fiscal year.

USSEC's standard practice is to RFP such opportunities every three years in an openly and competitive manner. This approach and analysis allow USSEC to evaluate and select the individual best suited for the job and determine fair market value for the scope of work to be performed.



ESSENTIAL FUNCTIONS, DUTIES, AND RESPONSIBILITIES

Strategy and Plans

- ❖ Build USSEC and U.S. Soy's reputation by leading Region communications and marketing strategy and plans in alignment with WW Communications and Marketing, and Region Strategy and Action Plans

Branding

- ❖ Drive consistent adoption of U.S. Soy and USSEC brand guidelines across the region
- ❖ Lead regional development and adaptation of WW Communications and Marketing materials
- ❖ Support Region colleagues on all branding needs and development of meeting images and collaterals

Insights and Research

- ❖ Collaborate with WW Comms and Marketing on market research
- ❖ Lead Region research on customers and other key target audiences as needed

Campaigns and Content Marketing

- ❖ Lead regional adaptation and execution of global and regional integrated campaigns
- ❖ Lead regional content marketing leveraging creative storytelling to advance:
 - [U.S. Soy's](#) advantages for in [animal nutrition](#), [aquaculture](#), [oil](#), [soy foods](#), and [sustainability](#)
 - [Soy Excellence Centers \(SEC\)](#) reputation and fundraising efforts

Investor Communications

- ❖ Lead Region content development on USSEC's impact and initiatives by supporting Region colleagues on Annual Report, Country Snapshots, Global News Update, Trade Teams, and USDA FAS Success Stories

News Media

- ❖ Build and maintain media relationships with mainstream and trade media to ensure that U.S. Soy's impact and USSEC's perspective is part of the narrative, and USSEC is perceived as a trusted expert in soy
- ❖ Lead development of key messages, talking points and pitch materials, preparation of USSEC spokespeople for interviews and coordination, story pitching, and generate coverage
- ❖ Support response to media inquiries in the Region and in coordination with WW Communications team

Digital and Social Media

- ❖ Build and execute clear digital and social media strategy and plans for the Region to integrate it into the overall business strategy and meet audiences where they are
- ❖ Contribute to the design, development, and optimization of digital experiences across personas, with an insight-driven understanding of need states and journeys
- ❖ Leverage CRM tool (e.g. Hubspot) to engage target audiences. Provide Region-wide leadership in HubSpot training and utilization



Executive Communications

- ❖ Lead Region preparedness to leverage USSEC Executives, Board Members, and U.S. Soy farmer leaders to engage audiences
- ❖ Build the presence of USSEC's leadership as trusted experts on soy to engage diverse stakeholders in forums on USSEC's focus areas, nutrition & food security, ESG/sustainability, livelihoods, and trade
- ❖ Lead Regional Director executive visibility program

Issues & Crisis Management

- ❖ Lead region issues and crisis management strategy, preparedness plans and execution (e.g. nutrition, health, safety, climate, trade) via strategy, key messages, content and collaborating with third parties
- ❖ Provide strategic counsel on how to best handle issue-related inquiries as they arise in close collaboration with the RD and WW Communications

Measurement and Reporting

- ❖ Weekly reports to Regional Director, and WW Communications & Marketing
- ❖ Collaborate with WW Communications & Marketing to track and report progress with regional customers on U.S. Soy and USSEC awareness, familiarity/recall, trust, advocacy, and preference

Budget management

- ❖ Develop the Region communications action plans and budget recommendation for investment consideration in close coordination with WW Communications, and the Regional Director
- ❖ Manage, monitor, and track program budgets to maximize return and optimal investment rates

People Leadership

- ❖ Direct day-to-day management and administration of communications and marketing contractor agencies and /or freelancers. Conduct annual evaluation

Knowledge, Skills, and Abilities

- Demonstrated ability to successfully manage a multi-culture and multi-country team. Experience in private sector as well as non-profit organizations is a plus
- Demonstrated experience in integrated communications and/or marketing at an international or regional level and in collaborating successfully across cultures
- Ability to multi-task and thrive in a fast-paced environment
- Ability to prioritize and manage multiple projects and client relationships in a matrix organization
- Demonstrated ability to manage a variety of contractors and agencies
- Willingness to work, travel and participate in foreign cultures on a regular basis
- Familiarity with U.S. Soy, agriculture, agricultural programs and policies
- Proficiency in digital and social media platforms incl. HubSpot CRM (or comparable)
- Advanced proficiency with Office 365 products (Word, Excel, Powerpoint) and related software



Education and Experience

- Minimum of a bachelor's degree in the field of communications, marketing, or a related discipline
- Minimum 10-15 years of regional communications and marketing experience
- Food & agriculture / consumer goods sector communications experience is a plus, albeit not mandatory
- Familiarity with food & ag industry and knowledge
- Familiarity with U.S. agriculture, agricultural programs, and policies a plus but not mandatory
- Success working across cultures and nationalities
- Demonstrated leadership and maturity when engaging up-down-and-across the organization and internationally

Physical Requirements

- Light sedentary office work
 - Prolonged periods of sitting at a desk and working on a computer
 - Ability to travel (up to 35%), and work productively across international time zones
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INSTRUCTIONS

Proposals must contain at a minimum the specific criteria listed below:

1. Resume, and Proposal (incl. scope of work and fees incl. a breakout of fees including but not limited to a breakdown of hourly / weekly / monthly rate) To: RFP@USSEC.ORG (cc: TLoh@ussec.org; CSamuel@ussec.org) by Wednesday, November 30, 2022 at 5pm Singapore time.
2. Provide three references - names and contact information for comparable organizations.
3. Proposals should be no longer than 5 pages (8 ½" x 11").

NOTES

- Prospective Contractors are hereby notified that submissions will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, prospective contractors, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the prospective contractor learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.



- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
 - Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
 - Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
 - Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. Soy or soy products for the duration of their contract.
 - USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides 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.
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ABOUT U.S. SOYBEAN EXPORT COUNCIL (USSEC)

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Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- U.S. Soybean Export Council (USSEC), Inc. for international marketing and global opportunities



- Smith Bucklin-St. Louis for U.S. domestic marketing, new uses, production research and Board initiative activities
- Osborn & Barr Communications for U.S. domestic communications/public relations activities

As one of these three primary contractors, USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

NON-DISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and 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: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

CIVIL RIGHTS CLAUSE

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.