

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
12:00 PM SGT, December 24, 2025

RFP TITLE: COMMUNICATIONS LEAD - EAST ASIA

RFP CONTACT:

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PROPOSAL DEADLINE: December 24, 2025, 12:00 PM SGT TO RFP@USSEC.org
and Chatan@ct.ussec.org

INTRODUCTION:

Through a global network of international offices and strong support in the U.S., United States Soybean Export Council (USSEC) helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

The purpose of this RFP is to identify Communications Lead – East Asia professionals as full- or part-time contractors to lead and/or support the development and/or implementation of communications plans and/or initiatives. U.S. Soybean Export Council (USSEC) has an ongoing U.S. Soy reputation and B2B marketing communications strategy and program to shape the differentiation, preference, and market access for U.S. Soy.

PURPOSE OF RFP:

The purpose of this Request for Proposals (RFP) is to invite submissions from communication professionals to provide leadership and direction to the East Asia communications team, setting goals, coordinating efforts, and fostering a cohesive team approach to implementing the USSEC communications strategy.

USSEC's standard practice is to RFP every 3 years in an open and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

BACKGROUND & PURPOSE OF PROJECT:

USSEC seeks contractors with experience and capacity to support:

- the brand reputation of U.S. Soy and USSEC, and,
- U.S. Soy's B2B marketing and communications.

TARGET AUDIENCE:

- B2B customers in animal nutrition, aquaculture, oil, soy food sectors
- (traders; R&D / product development; supply chain - procurement, nutritionist; manufacturing / production; product management / marketing; finance; sustainability)
- International food and agriculture stakeholders
- USSEC Members and Investors

SCOPE (SERVICES) OF WORK:

The Contractor will support USSEC's communications efforts in S.E. Asia and Oceania, driving the region's communications strategy and implementation. Key responsibilities include:

Development and Execution of Communications Plans:

- Develop integrated communications campaigns aligned with relevant target audiences to differentiate and drive preference for U.S. Soy across various sectors, including animal nutrition, aquaculture, oil, soy foods, and sustainability.
- Amplify the reach and impact of the Soy Excellence Centers and position U.S. Soy as a preferred choice through targeted communications efforts.
- Ensure seamless coordination with global and regional teams in developing and rolling out communications plans and calendars that align with overall business objectives.

Branding and Marketing Materials:

- Uphold brand identity and consistency by applying attention to detail and adherence to USSEC's brand guidelines across all communications and marketing materials.
- Develop, adapt, and translate communications and marketing materials such as logos, videos, visuals, infographics, ads, newsletters, event collateral, banners, trade show booths, and promotional items, ensuring they effectively resonate with target audiences across S.E. Asia and Oceania.

Content Development:

- Leverage storytelling skills to produce compelling content, including blog posts, web content, digital and social media content, videos, visuals, and news releases.
- Support media interview preparations and create newsletters that educate and engage audiences while effectively conveying USSEC's key messages.
- Manage regional communications by creating region-specific content for the USSEC Annual Report and Country Snapshots, ensuring it resonates with target audiences across the region.

- Provide input to enhance speeches and presentations for the Regional Director, CEO, and Grower Leaders, crafting compelling narratives and visuals to effectively convey key messages.

Thought Leadership and Executive Visibility:

- Develop and implement executive visibility plans for the S.E. Asia Regional Director to position them as a thought leader in the food and agriculture sector.
- Identify suitable platforms, such as speaking engagements and events, and monitor social media and news media conversations for opportunities to build thought leadership.
- Utilize content such as speeches, presentations, videos, and visuals to further enhance the executive's visibility, ensuring the content resonates with the target audience.
- Engage with influencers and thought leadership forums within the food and agriculture industry to establish meaningful connections and partnerships that amplify USSEC's initiatives.

Digital and Social Media Strategy:

- Develop a comprehensive approach for USSEC's website and social media channels, including content plans that establish USSEC as a thought leader on social media.
- Participate in relevant conversations across digital and social platforms concerning food and agriculture, ESG/sustainability, and trade.
- Cultivate a strong social media community for USSEC through engaging content and consistent interaction, ensuring active engagement with the community.
- Lead HubSpot utilization across the S.E. Asia region, collaborating with the Regional Director and Focus Area/Country Leads to optimize marketing and communication efforts.

Media Relations:

- Establish strong connections with mainstream and key trade media outlets to ensure consistent media presence for U.S. Soy and USSEC.
- Develop compelling media pitches, briefing materials, talking points, Q&A documents, and responses to media inquiries, leveraging storytelling abilities to generate media coverage.
- Secure opportunities for thought leadership for U.S. Soy and USSEC's efforts in the region by applying media relations expertise and understanding of news cycles.

Issues Management and Crisis Preparedness:

- Develop issues preparedness and response plans, including key messages, holding statements, blog posts, FAQs, and videos, collaborating with relevant stakeholders to mitigate and manage issues.
- Conduct issues mapping related to health, environment, and trade, and regularly update and report on a dashboard for proactive monitoring and management.

Market Research and Insights:

- Support market research efforts, including news and social media monitoring, to identify customer insights, segmentation, and journey.
effort they anticipate to do the work.

- Collaborate with USSEC's WW Communications and Marketing team to provide valuable insights that identify trends, customer preferences, and market opportunities.

PROJECT TIMELINE:

Our expectation is for the **COMMUNICATIONS LEAD - EAST ASIA** to last from **January 2, 2026** to **September 30, 2026**, with continuation of work determined upon need and performance.

RFP TIMELINE:

- **RFP Distribution:** December 12, 2025
- **Last Day to Submit Questions:** December 22, 2025
- **Project Proposals Due:** December 24, 2025, by 12 pm Singapore Time
- **Decision Made By:** January 2, 2026
- **Prospective Contractors Notified By:** January 2, 2026

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG and Chatan@ct.ussec.org by 12:00PM Singapore Time on December 24, 2025.
2. A description of the Prospective Contractor's capabilities, resources and experience, including examples of leading teams or multi-country projects. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining the planned work, deliverables, and timeline – including how the approach will support USSEC's sustainability strategy and strategic goals.
4. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
6. Detailed Budget
 - All bids for services must provide a breakout of how the fee was derived including, but not limited to, a breakdown of hourly rates and the amount of

7. Proposals should be no longer than **10 pages** (8 ½" x 11").

NOTES:

- Prospective Contractors are hereby notified that proposals 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 and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors 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. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agree 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.

effort they anticipate to do the work.

SUPPLEMENTAL INFORMATION AND BACKGROUND

BUILDING A PREFERENCE FOR U.S. SOY

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <https://unitedsoybean.org/strategic-plan/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

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.

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, audiotope, 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

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.

may be made available in languages other than English.