

Animal Utilization Marketing Manager

The United States Soybean Export Council, the premier promoter of U.S. grown soybeans in the international market, is seeking an experienced full-time Animal Utilization Marketing Manager to work at its headquarters in Chesterfield, Missouri. This position will support foreign offices and membership.

Specific activities of this position assisting the Global Director of Animal Utilization are:

1. Provide analysis of the global livestock and poultry sectors.
2. Propose, plan and direct international marketing technical programs that achieve the objectives and priorities of the U.S. soy industry.
3. Organize activities and channels that provide opportunities for increasing consumption of U.S. soy by the international livestock and poultry industry.
 - Organize stakeholder meetings.
 - Provide regular and relevant information to farmer-led investor groups.
 - Prepare reports/agendas and manage animal utilization.
4. With input from a third party evaluator, determine Key Performance Indicators (KPIs) that will measure and track success in achieving established program objectives and priorities.
5. Preparation of the Worldwide Animal Utilization section of the annual Unified Export Strategy (UES) and preparation of activity proposals and progress reports for funding from other sources.
6. Identify within the target market where tactics will be implemented, including but not limited to find qualified consultants that are available to implement the tactics.
7. Establish detailed and specific contract deliverables for consultants to implement the international marketing livestock and poultry tactics.
8. Monitor the implementation of tactics by consultants based upon expectations in the contract deliverables and KPIs.
9. Based upon monitoring and evaluation of consultants, approve contractual payments.
10. Support USSEC's efforts to diversify its funding base and increase the funding for international marketing programs.
11. Analyze data and reports from field offices on trends in utilization of soy in the international livestock and poultry industry.
12. Provide stakeholders with regular and easy to understand reports on progress toward achieving strategic priorities and objectives.

Additional responsibilities of this position include:

- Organizing, administering, and monitoring the progress of marketing activities related to animal nutrition.

- Organize teams traveling to the USA including itineraries and when necessary traveling with the teams. Communicate with country office personnel on the itineraries and preparations for these teams to achieve the objectives of the activities.
- Create presentations for Board members or farmer leaders participating in international activities.
- Assist in the annual UES funding and strategic planning process.
- Review country office submissions for completion and competency.
- Manage the preparation and ensure the timely submission of all required reports (monthly, quarterly, and final reports)
- Review and approve requests for consultants and team travel.
- Coordinate and produce presentations and meeting materials needed for board and committee meetings.

Qualified candidates will hold a **Bachelor's or Master's degree from an accredited college or university majoring in multi-species animal nutrition**. Experience or degrees related to business administration, marketing, international business/relations, feed manufacturing, animal husbandry, soy trading, processing or industry associations or job related field are a plus.

Other knowledge, skills, and abilities of the qualified candidate will include the ability to effectively multi-task and prioritize. The candidate must have effective leadership skills. The ability to work effectively with multi-nationals and the ability to work with other departments, country offices, outside organizations and stakeholders is a must. Strong verbal and written communication skills are also required. The qualified candidate will have knowledge of U.S agriculture, agricultural programs and policies. Knowledge of marketing management and management principles, private sector sales and marketing programs and systems is also required. Must have the ability to travel domestically and internationally on a regular, as-needed basis.

USSEC offers a rich benefits package and competitive salary.

Send **resume, cover letter, and salary requirements** in confidence to:

ussec@cbiz.com

or

CBIZ Human Capital Services

Attn: USSEC

One CityPlace Drive, Suite 570

St. Louis, MO 63141

Resumes submitted without cover letters/salary requirements will not be considered.

No calls please. EOE M/F/D/V