Job Posting

USSEC has a job posting for a Regional Director for the dynamic Asia Sub-Continent Region. This Region includes Bangladesh, India, Nepal, Pakistan and Sri Lanka.

The Regional Director will be based in, or near to, the Region to allow for easy day-to-day contact with all Regional Stakeholders and Team Members.

REPORTING RELATIONSHIP AND POSITION PURPOSE

Reporting to the Chief Executive Officer (CEO), the Regional Director (RD) is the Regional Leader for the Organization and has day to day responsibility to lead the External Facing Team in the Region making sure that USSEC has contacts with key customers of U.S. Soy, Trade Associations, and other Regional Stakeholders.

USSEC’s key activities are to differentiate and build preference for U.S. Soy while ensuring that U.S. Soy enjoys market access in the markets it chooses to serve. To achieve these overarching goals USSEC develops and effectuates programs that are driven primarily by the United Soybean Board’s (USB) Long-Range Strategic Plan, as well as being guided by the goals of the Foreign Agricultural Service (FAS) and the Qualified State Soybean Boards (QSSB’s) that are also investors in programs that USSEC is responsible for.

The RD is the “on the ground” party accountable for the operational implementation of the Regional Program and operation of the USSEC organization and brand within the Region and must help ensure that all employees and contractors working for USSEC within the Region are complying with USSEC’s Core Values and working diligently to maximize the value of all investments made at all times. The RD must set the tone and lead the Regional Organization to a high level of performance in all areas.

Key Accountabilities for the position are:
• Oversight and Regional Management of the Regional employees and contract personnel that are assigned to them and that are collectively charged with investing ~$5 million on an annual basis.
• Establishment of strong working relationships with customers and end-users; trade contacts; government officials; industry representatives, regional FAS Staff and other parties critical to USSEC achievement of the goals that the organization is working to accomplish. Have regular communication with all of these Regional Stakeholders as is appropriate.
• Coordination with the USSEC CFO in providing oversight to the Regional Accounting and Project Management Teams. This includes coordination and management with the external facing Team such that USSEC Goals for Investment Rate and Result performance are achieved.
• Evaluation of the external facing Regional and Country Contractors on a semi-annual basis providing recommendations for future contractual arrangements; adjustments in contractual compensation related to the quality of work performed; and overall performance in meeting agreed upon contract deliverables.
• Interaction on a regular basis with the Senior and Focus Area Directors (Market Access, US Soy Marketing, Animal, Aqua, Oil/Food and Market Access) providing counsel on how best to develop strategies consistent with a global approach but adaptable to fit the realities of the local and regional business environment.
  o Building a cohesive team approach among the Functional Contractors within the region and that said contractors are aligned with the appropriate Functional Goals for their respective area of expertise.
• Understanding of potential and actual market access issues within the Region and communication of same to St. Louis. Develop plans to resolve or minimize the issues by working with USSEC’s Functional Experts, FAS, USDA, Regional Industry, Regional Governmental and other Resources.
• Provide other services as may be specifically requested by the CEO and will travel to and provide support in other countries in the world as requested by the CEO.

Major External Facing Regional Activities:

• Establishing and communicating market assessments and concepts, and activities required to maintain and/or grow markets as spelled out within the UES.
• Providing information on key market situations within the Region that will drive future programs in the Region to achieve the goals of the organization. Each year this process is done as USSEC develops its Unified Export Strategy (UES) and input from the Region is an important ingredient in the proposal development process to ensure strategic relevance.
• Development of regular market reports recapping happenings within the Region and opportunities for short programs to enhance U.S. Soy Demand and/or Market Access in the Region. Preparation of quarterly Market Snapshot Reports and comply with other requests from St Louis.
• Provide regular informational updates for USSEC’s CRM system utilizing both documents prepared yourself but also those prepared by Regional consultants. Ensure that Regional consultants have CRM information submission requirements in their contracts.
• Ensuring Regional Team stays up to date with new U.S. Soy marketing initiatives or opportunities that are taking place globally and convert those into meaningful work within your Region, if applicable.
• Lead the Team that is the eyes, ears and mouth for U.S. Soy in the Region reporting back to St Louis regularly on market happenings or developments that are of interest to USSEC Members or to USSEC’s Funding Sources.
• Regularly report on status of potential and actual market access issues to St Louis.
• Oversee and monitor market support activities conducted by St. Louis office, specifically:
  o Provide Regional Assistance with trade teams coming from the USA
  o Identification and contracting of services for U.S. based consultants that provide program support to Regional activities.
  o Handling of Board members or other U.S. Stakeholders travelling to marketing activities within the Region.
  o When appropriate and necessary travel with Board members or escort teams visiting from the USA and also Regional Teams visiting the USA.
• Supporting the organization at various USSEC Organized Meetings:
  o Prepare presentations and delivery at various meetings as assigned
  o Supervise and monitor the creation of meeting materials
• Ensuring that the USSEC Team in the Region is supporting the U.S. Export Industry:
  o Assist Members and U.S. Exporters with requests dealing with the Region.
  o Monitor international marketing programs for maximum inclusion and benefit of USSEC members.
• Assist in the development and implementation of special projects/programs as designated by the USSEC CEO.

WORKING RELATIONSHIPS

• Key Contacts - FAS Ag Counselors based throughout Region, Industry participants, Related Association Leaders in the Region, Regional Government Authorities, USSEC colleagues, 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.

• Demonstrated leadership skills.
• Ability to effectively multi-task and prioritize.
• Ability to work effectively with multi-nationals and team members from other disciplines.
• Strong verbal and written communication skills.
• 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 systems.
• Strong management skills including hiring, performance management, discipline and discharge.
• Basic Microsoft Office skills.
• Regional Language skills – preferred.

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

• Bachelor’s degree from an accredited college or university majoring in Business Administration, Marketing, International Business/Relations or related field required.
• At least 10 – 15 years of job-related experience required.
• Experience working in the Region and working/living internationally strongly preferred.
• Experience working in the Ag Commodity handling, trading, shipping business preferred.

**WORK ENVIRONMENT**

• Exposed to moderate noise levels.
• Light, sedentary office work and frequent travel to meetings, conferences, etc.
• Ability to travel domestically and internationally on a frequent basis.

**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.

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.