



**POSITION TITLE:** Senior Communications Manager  
**REPORTS TO:** Senior Director, U.S. Soy Marketing, U.S. Soybean Export Council (administrative/tactical)  
Senior Director, Content Management & Brand Stewardship, United Soybean Board (functional/strategic)

### Reporting Relationship and Position Purpose

This full-time, mid-level position supports the USSEC staff in providing short term, quick-turn tactical communications capability. This position also supports the joint USB/USSEC communications team's efforts to align, collaborate and integrate its broader communications strategies across the soy value chain.

As Senior Communications Manager, this person must have an understanding of USSEC's strategic objectives and programs with industry and QSSBs so as to manage outreach to (a) keep stakeholders, which include board of directors, members, state offices, overseas offices, program staff, media, and the general public, informed of issues that impact the exportation of U.S. soy products and (b) effectively promote the sale of U.S. soy products abroad.

This position is located in Chesterfield, Missouri, and administratively and for tactical direction, reports to the Senior Director, U.S. Soy Marketing, U.S. Soybean Export Council (USSEC). As this position is a member of the joint USB/USSEC communications team professional staff, it will report for strategic direction to the Senior Director, Content Management & Brand Stewardship, United Soybean Board (USB).

### Major Accountabilities

Supporting USSEC's tactical and strategic communications needs, this staff person in this dedicated position would perform job functions such as:

- Support of communications procedure (initial point of contact for all USSEC tactical communications requests, deploy out as appropriate and monitor through completion);
- Support outreach to USSEC stakeholders including preparation of Global News Update articles, USSEC newsletters, communications content for board and EC reports, Industry Alerts, FAS success stories, and Country Spotlights;
- Provide ongoing support of Brandfolder, the checkoff's asset management platform, through management of standard USSEC templates, branded marketing collateral, event materials, and event promotion tactics;
- Point person to USSEC staff and contractors regarding following branding guidelines;
- Support outreach to external customer audiences by managing targeted digital email campaigns;
- Serve as in-house Hubspot specialist (finalize emails, produce insights, create and maintain lists);
- Manage Grower Leader travel communications needs and support development of USSEC executive presentations;
- Management of USSEC.org (maintenance of staff directory, regional information, post weekly stories);
- Social media manager for USSEC accounts (create and publish posts, respond to messages);
- Coordination of purchasing of promotional items;
- Management of tradeshow booth (shipping, construction, furnishings, etc.);
- Coordination of printing needs (business cards, annual reports, banners, badges for GTE, etc.);
- Coordination of design and production of event signage, backdrops, digital graphics, etc.;
- Support creation of content from USSEC events such as taking photos and preparing social posts;
- Collaborate on annual USSEC global communications proposal writing and Unified Export Strategy (UES) process;
- Manage USDA AMS approval process for USSEC content;



- Complete any other USSEC communications tactics assigned by the USB/USSEC communications team

#### **Ancillary Accountabilities**

- Understand and adhere to the USSEC Core Values Statements;
- Communicate with all departments and provide prompt answers to requests;
- Establish and maintain relationships with industry contacts and key strategic partners;
- Ability to effectively multi-task, prioritize and manage multiple projects at a time

#### **Education and Experience**

- Minimum of a bachelor's degree in the field of communications, English, ag journalism, or marketing;
- Minimum 5 years of related experience;
- Willingness to work, travel and participate in foreign cultures;
- Exceptional verbal and written communication skills;
- Understanding of the creative development process;
- Advanced skills in MS Office Programs (Outlook, Word, Excel, PowerPoint, and Project);
- Graphic design experience using Adobe Creative Suite and web content management experience a plus;
- Demonstrated ability to successfully manage projects from start to close and to develop and monitor the activities of various contractors and sub-contractors;
- Demonstrated experience in foreign marketing and in working successfully together with other cultures and nationalities;
- Familiarity with U.S. agriculture, agricultural programs and policies

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