

Company: Southern U.S. Trade Association (SUSTA)

Job Title: Outreach Manager

Location: 701 Poydras Street, Suite 3845, One Shell Square, New Orleans, LA 70139

Job Type: Full-Time

Company Overview: SUSTA helps small companies in the Southern United States promote value-added U.S. food and agricultural products to foreign markets.

We are a non-profit, and our funding is provided by the USDA's Market Access Program, our Member States, and private companies. Through the Market Access Program, the USDA's Foreign Agricultural Service partners with SUSTA to support our member companies by providing valuable programs and services that enhance their international marketing efforts.

Position Overview:

The Outreach Manager, under the direction of the Executive Director, is responsible for implementing SUSTA's strategies to identify new participants, retain existing ones, and increase program utilization. The Outreach Manager will educate potential and current participants about SUSTA's programs, plan and execute Outreach events, launch targeted campaigns aimed at increasing engagement, and cross-promoting programs.

Developing and implementing effective follow-up strategies is essential to ensure ongoing communication and support for participants, backed by thorough documentation of interactions and outcomes. Collaboration with the CostShare and Global Events teams is crucial, as the Outreach Manager will provide them with accurate and timely information to enable them to deliver the right services and support to companies

This role is critical in ensuring accountability and transparency in our Outreach efforts, aligning with federal regulations that mandate comprehensive reporting of outcome results.

These responsibilities will be carried out in a way that fosters a positive work environment and communicates effectively to build rapport with members, clients, and colleagues.

We seek a leader who genuinely understands the significance of accountability and transparency in our operations, helping us achieve our objectives while meeting compliance standards.

Key Responsibilities:

1. Team Management

- Supervise daily responsibilities of staff and interns, ensuring effective performance and alignment with organizational directives.
- Verify and assess reports submitted by staff, communicating outcomes and results to higher management.
- Conduct annual performance reviews, focusing on each staff member's contributions and productivity in relation to organizational goals.

2. Reporting and Collaboration

- Develop the Outreach Unified Export Strategy to secure program funding.
- Track, report and enhance performance metrics related to Outreach efforts.
- Maintain detailed records of interactions with companies at events or consultations to support performance metrics and gauge interest in SUSTA programs.
- Collaborate with Program Directors to boost participation in core programs through effective communication and strategic meetings, aiming for a percentage increase each program year.
- Prepare special reports as requested by the Executive Director.

3. Member State Engagement

- Partner with member State Departments of Agriculture to plan seminars and Outreach events, determining the format and logistics.
- Oversee the execution of Outreach events, collect evaluations, and implement a follow-up strategy to engage participants afterward.
- Consult with companies to align SUSTA's services with their needs, leveraging a comprehensive understanding of the objectives of the Global Events and CostShare programs. This includes sharing pertinent program information and facilitating referrals to the appropriate program staff for tailored support.

4. Tradeshow Outreach

- Represent SUSTA at trade shows to recruit companies for participation by introducing SUSTA, explaining its support for companies in international markets, assessing interest and eligibility for programs, and scheduling follow-up consultations.
- Increase participation in SUSTA's programs by consulting to align services with company needs. Implement a follow-up strategy for consulting with each company after the trade show.

- Follow-up with contacts made at trade shows to convert leads into program participants.

5. Outreach Consultations

- Welcome new companies to SUSTA and provide guidance on programs, including a step-by-step analysis of the CostShare process.
- Detail the next steps after the invitation and introduce the SUSTA CostShare team members who will assist throughout the program.
- Address inquiries from potential participants, ensuring a smooth onboarding experience.

6. Specialized Strategic Campaigns and Nurturing Leads

- Implement telephone and email campaigns targeting new companies identified by member State Departments of Agriculture and other agencies.
- Reach out to Global Events-only participants to educate them on CostShare and generate referrals for applications into the CostShare program.
- Educate CostShare-only participants about Global Event promotions based on key criteria to gauge their interest in SUSTA's Global events.
- Launch promotional campaigns tied to critical points in the SUSTA program year to boost participant engagement.
- Contact companies from partner lists (e.g., Foreign Agricultural Service, State Departments of Agriculture) to schedule consultations aimed at increasing participation.
- Develop innovative strategies to nurture leads that have not yet become participants, utilizing tools like Euromonitor to identify new trade partners and send Outreach materials.
- Convert participants in non-traditional services into referrals for CostShare and Global Events.
- Track and report data on all strategic campaign efforts.

7. Cross-Promotion of Programs

- Identify companies interested in exporting and promote relevant SUSTA services.
- Work collaboratively with the SUSTA team to ensure effective follow-up.

8. Represent SUSTA

- Represent SUSTA at conferences, regional meetings, and international trade events as needed.

9. Financial Oversight and Compliance Responsibilities

- This position will oversee the program budget, provide final approval for Outreach claims, and ensure accountability for compliance reviews related to Outreach strategies.

Requirements:

- Bachelor's degree in marketing or a related field, with a minimum of four years of relevant experience.
- A positive attitude and strong teamwork skills are essential for success in this role.
- Excellent written and oral communication skills.
- Strong organizational skills, and ability to sell products and services.
- Knowledge of international marketing and trade practices preferred.
- Be in-person at SUSTA's headquarters in New Orleans.
- Domestic travel required - up to four to six weeks of travel per year.

Additional Information:

This position allows for professional autonomy, requiring the development of goals to meet organizational objectives. Light physical duties may include moving materials, with domestic travel required for up to six weeks per year.

Why Join Us? At SUSTA, you will be part of a dedicated team committed to supporting businesses in achieving their goals. SUSTA offers the right candidate a competitive salary and benefits package, including 403(b) savings, health, dental, and life insurance, paid vacation, paid holidays, and paid parking. Join SUSTA in making a difference for southern food and agriculture companies! We look forward to welcoming a new member who is eager to contribute to our mission.

SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should contact us. SUSTA is an Equal Opportunity Employer.

Interested candidates should submit resume and cover letter to:

HR@SUSTA.org

OR

SUSTA ATTN: Human Resources 701 Poydras Street Suite 3845 New Orleans, LA 70139