



**Southern U.S. Trade Association (SUSTA)
Employment Opening – Global Events Director**

SUSTA has an opening for a full-time Global Events Director. This position is responsible for working closely with SUSTA's State Departments of Agriculture (member states) to manage SUSTA's international programs and services. Primary duties include (1) Working with SUSTA's member states to develop, coordinate and execute marketing strategies, (2) Manage SUSTA staff that assist with coordinating SUSTA's Global events, (3) Interact with USDA, FAS on a regular basis to ensure SUSTA' activities are designed and executed in compliance within all regulations and interpretations thereof. (4) Identify opportunities to grow exports through Global Events by working closely with SUSTA's In Country Consultants and members (5) Create educational strategies to continue to identify opportunities for companies in the international markets by providing webinars and training seminars, (6) Travel on occasion to monitor international marketing activities to ensure compliance with all regulations and policies and to ensure activities are appropriately executed, (7) Train new State Department of Agriculture International staff that will manage SUSTA events, (8) Identify and recruit new companies into Global Events and retain existing participants (9) Prepare reports and track performance with Global strategies (10) Keep accurate records for compliance, approve expenses, and manage overall program strategies to support various industries (11) Track and manage SUSTA's Global events budget and effectively utilize program dollars.

Applicants must possess an understanding of market plan development procedures, possess the knowledge and ability to organize and carry out market promotions, coordinate activities, liaison and build solid relationships with State Departments of Agriculture Activity Managers and In Country Consultants. In addition, they should have the ability to prepare oral and written reports in a professional manner, and communicate effectively both in person as well as in a variety of public speaking situations. Prior experience managing staff is required.

Candidate should possess a B.A. degree plus a minimum of five years appropriate work experience or the equivalent in the areas of international marketing, international trade or related field.

This is an in-person position located at SUSTA's headquarters in New Orleans, Louisiana.

Resumes will be accepted until **Friday, October 7, 2022**. This is an in person position at SUSTA's headquarters in New Orleans.

Please send your résumé and a list of three references to:

HR@susta.org

Or

SUSTA

ATTN: Human Resource Liaison Coordinator

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

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.