



**Southern U.S. Trade Association (SUSTA)
Employment Opening – Outreach Coordinator**

The Southern U.S. Trade Association (SUSTA), a nonprofit trade association has an opening for a full-time Marketing Coordinator. This position is responsible for promoting SUSTA's programs and services to southern food and agriculture companies. Primary duties include (1) education and outreach, (2) recruitment and lead generation (3) follow-up and tracking of outcome, (4) other strategies to focus on specific industry recruitment and retention. Travel is required.

Candidate must have excellent communications and interpersonal skills, with an emphasis on sales and customer service. The goal of this position is to improve the number of new participants in SUSTA's programs and to help increase overall program usage and retention. This will be addressed through tracking and reporting on the outcome of Outreach events, calls to prospective participants, and various strategies to retain existing companies. General knowledge of international marketing and private sector business and marketing practices helpful. Must be well organized, accurate and deadline-driven.

Candidate should possess a B.A. in International Marketing, Marketing, Communications, or related business field, and preferably, two years related customer service or sales experience.

This is a full-time entry-level position located at SUSTA's headquarters in New Orleans, Louisiana.

SUSTA offers the right candidate a very competitive salary starting at \$40k and benefits package, including 403(b) savings, health, dental, and life insurance, paid vacation, paid sick time, paid parking, and paid holidays.

Resumes will be accepted until **Friday, March 31, 2023**.

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

Southern U.S. Trade Association
ATTN: Human Resources
701 Poydras Street
Suite 3825
One Shell Square

New Orleans, LA 70139-7774

Or

HR@susta.org

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.