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

The Southern U.S. Trade Association (SUSTA) is a nonprofit trade association that helps small U.S. companies promote value-added food and agricultural products to foreign markets. The full-time Outreach Coordinator position focuses on increasing the amount of companies participating and utilizing SUSTA’s programs.

Job Responsibilities:

- Education and outreach efforts to increase program awareness and participation. Examples: individual consultations, targeted trade show objectives, seminars with industry partners, and webinars.
- Recruitment and lead generation strategies to reach companies and adjust to current industry trends. Examples: focused email communication, tailored messaging, assess trade show data performance, and export research.
- Tracking outcome of outreach efforts. Examples: maintain accurate database, prospect follow-up, monitor company progress to include outcome resulting in participation in SUSTA’s programs.
- Collaborate with SUSTA staff to improve engagement and leverage relationships between state departments, partners and companies.

Job Requirements:

Education:
- Should possess a B.A. in International Marketing, Marketing, Communications, or related business field

Experience & Skills:
- Preferably, 2+ years related to customer service, recruitment or sales experience.
- Excellent networking, communications and interpersonal skills, with an emphasis on recruitment and customer service
- Must be well organized, accurate and deadline-driven
- Experience with events, trade shows, conferences, meetings, or similar functions
- General knowledge of international marketing and private sector business and marketing practices
- Experience with Microsoft Word, Excel, Outlook, Teams and Zoom
• Travel is required

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 $45k 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, August 11, 2023**.

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

Southern U.S. Trade Association  
ATTN: Human Resources  
701 Poydras Street  
Suite 3845  
One Shell Square  
New Orleans, LA  70139-7774

Or

[HR@susta.org](mailto: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.