



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

**Job Title:** Global Events Coordinator

**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 Development Programs, our Member States, and private companies. Through the Market Development Programs, 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 Global Events Coordinator, under the Global Events Director's direction, is responsible for helping coordinate promotional events overseas in conjunction with SUSTA's Member State Departments of Agriculture international marketing staff. The coordinator's primary responsibilities include, but are not limited to, pre-, interim, and post-market conferences with State Departments of Agriculture Activity Managers to coordinate and ensure that Global Events are executed successfully. The Global Events Coordinator manages all documentation and recordkeeping associated with Global Events in accordance with federal regulations and SUSTA's policies.

The overall goal of this position is to help Southern food and agricultural companies grow their businesses overseas by creating and supporting activities that provide opportunities to do so. The Global Events Coordinator must keep up with trends and constraints in target markets to help develop effective strategies and track progress. The coordinator must be able to communicate effectively with a variety of partners, including SUSTA's Activity Managers, trade show organizers, and participating companies, on an ongoing basis, and navigate challenges as they arise. The role is also responsible for building Global Events in SUSTA's back office, tracking event participants, approving expenses tied to Global Events, posting trade leads, and reporting on outcomes.

These responsibilities will be conducted with a focus on fostering a positive, collaborative work environment, ensuring effective communication and strong relationships with members, clients, colleagues, and supervisors.

## **Key Responsibilities:**

### **Coordinate SUSTA's Global Events**

- Responsible for pre- (six months ahead), interim- (midway to start date), and post-event conference calls with Activity Managers assigned to Global Events.
- Coordinate international marketing activities through phone and email communication with state marketing personnel, company representatives, SUSTA travel agents, and federal personnel.
- Manage multiple projects for multiple assigned markets each year.
- Track the progress of each Global Event from start to finish.
- Keep a record of all participating companies for each event.
- Maintain proper documentation in files for Activity Managers' international travel.
- Assist in booking travel for foreign buyers and Activity Managers in accordance with federal regulations and SUSTA travel policies.
- Ensure that all activity documentation and reports are maintained for compliance.
- Conduct one-on-one Global Events consultations to address any specific questions companies may have about Global Events, and/or their MySUSTA account to register for an event.
- Flag changes to any Global Event strategy and address those changes with the Global Event Director to amend a strategy.

### **Initial review and approval of expenses, invoices, and travel reimbursement**

- Track incoming expense claims, invoices, and travel reimbursements, and process claims in SUSTA's back office.
- Maintain a thorough understanding of USDA and FAS regulations, as well as SUSTA's policies, to apply them to processed Global Event claims.
- Conduct the initial review to approve each expense claims, invoices, and travel reimbursements tied to assigned markets and submit them in a timely manner to the Global Events Director for final review and approval.
- Build project budgets for the markets assigned to start the year.

### **Recruitment Flier and Event Calendar**

- Ensure that recruitment fliers are accurate and that market, product, and event details are captured on each flier submitted to Marketing for posting.
- Ensure that recruitment fliers are posted online for companies to register for the event.
- Assist in recruitment for various Global Events tied to the markets assigned.
- Close canceled Global Events online and notify Marketing to remove the events from the online calendar.

- Keep the online events calendar current and accurate and notify Marketing of any changes to activities.

### **Reporting**

- Write and update portions of the Unified Export Strategy (UES) and stay abreast of developments in global markets.
- Track performance measures for each Global Event project.
- Ensure that Global Event Activity Managers complete their required state contribution reports for the events they manage.
- Ensure that every Activity Report is filed electronically to close out the year and that all reports are available if requested by Compliance.
- Provide special reports to the Global Events Director based on new USDA and FAS initiatives.

### **Company Survey and Success Stories**

- Provide updates on success stories from company evaluations to the Marketing Department.
- Share any trade leads from Global Events with Marketing.
- Ensure that each Global Event survey for companies participating in SUSTA's Global Event projects is complete.
- Follow-up on any outstanding surveys.

### **Special Projects**

- Assist in training new State Departments of Agriculture international marketing staff and interns on SUSTA's International Marketing Program.
- Assist with SUSTA's Unified Export Strategy (UES) submission each year.
- Assist with assigning special projects to SUSTA's International Marketing Intern.
- Perform other duties and special projects assigned by the International Marketing Director and/or Executive Director.

### **Requirements:**

- Bachelor's degree or equivalent experience in international marketing, business administration or related field.
- A positive attitude and strong teamwork skills are essential for success in this role.
- Excellent written and oral communication skills.
- Strong organizational skills and comfortable with public speaking and presentations.
- General knowledge of international marketing, business administration, and economics.
- Proficient in Microsoft Office Suite.

- Ability to work in person at SUSTA's headquarters in New Orleans.
- Travel may be required. No more than two to three 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 starting at \$22 an hour and a benefits package that includes 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 agricultural companies. We look forward to welcoming a new team 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.

This is a full-time entry-level position located at SUSTA's headquarters in New Orleans, Louisiana. Interested candidates should submit resume and cover letter to:

[HR@SUSTA.org](mailto:HR@SUSTA.org)

**OR**

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