

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

**Job Title:** Outreach 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 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 Coordinator is responsible for identifying new program participants, retaining current ones, and increasing overall program engagement. Key responsibilities include conducting outreach, organizing events, running targeted campaigns, and cross-selling programs to eligible companies. The coordinator's primary responsibilities will be to develop strategies to attract new companies and retain existing ones, using marketing techniques to promote and cross-sell SUSTA programs.

The overall position goal is to grow participant numbers, improve retention, and boost program usage through tracking and reporting outreach outcomes. This will be achieved by tracking and reporting the outcomes of Outreach strategies, along with executing additional duties outlined below and as assigned. This position is required to travel about 25% of the time.

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:**

**1. Outreach at Trade Shows**

- Attend trade shows to represent SUSTA and recruit southern region companies.
- Introduce SUSTA's programs, gauge eligibility, and schedule follow-up consultations.
- Develop and execute a follow-up strategy to connect companies with relevant SUSTA programs and services, including non-traditional events and training.
- Confirm eligible companies for program participation and refer them to appropriate SUSTA Global Events or CostShare staff.

- Track trade show leads, follow up with calls and emails, and document discussions in SUSTA's back-office platform to increase program participation.
- Document outreach results of trade show for future outreach planning and strategies.

## **2. Member State Engagement**

- Collaborate with member State Departments of Agriculture to organize seminars, one-on-one meetings, and other SUSTA-sponsored outreach events.
- Deliver SUSTA presentation to large groups to educate potential new participants
- Promote SUSTA's programs and services to eligible companies, by confirming a Program Participant Referral (ready to participant) company, identifying their needs, and matching them with relevant offerings.
- Ensure accurate record-keeping of all communications with companies, including follow-up emails and entries in SUSTA's back-office platform.
- Track company participants from member engagement events.

## **3. Customer Service and Company Engagement through Outreach Consultations**

- Call new MySUSTA companies to welcome them and explain how SUSTA can support their international marketing efforts.
- Receive all incoming calls from new or potential participants who have general questions about SUSTA or need an overview.
- During consultation, gauge their interest/needs and direct them to the appropriate SUSTA program.
- Document the call summary in SUSTA's back-office platform, and communicate relevant information to SUSTA program areas.
- Manage incoming inquiries from new companies, directing them to the appropriate team for specific questions.

## **4. Specialized Direct Strategic Campaigns**

- Execute phone and email campaigns to new companies identified by the State Departments of Agriculture and other agencies.
- Reach out to Global Events-only participants to educate them on CostShare and generate Program Participant Referrals to CostShare staff for application processing.
- Engage CostShare-only participants through targeted campaigns to promote interest in SUSTA's Global Events.
- Launch Promotional Campaigns tied to key program milestones, such as application openings, MAP funds, and surveys, to increase program participation.

- Contact companies from partner lists: Foreign Agricultural Service, State Departments of Agriculture, SRTG, SUSTA Outreach Manager, and any other partner SUSTA interacts with throughout the year) to schedule consultations and boost participation.
- Convert participants in non-traditional services and events into referrals for CostShare and Global Events.
- Track and report outcomes of strategic campaigns.

#### **5. Cross-Promote Programs**

- Contact companies that have pre-qualified for Global Events to promote and cross-sell CostShare. Same as above
- Assess the companies' interest in exporting and their experience in international markets.
- Verify companies' eligibility for SUSTA's CostShare program.
- Share relevant SUSTA information with eligible companies and collaborate with the appropriate team for follow-up.

#### **6. Nurturing Leads Strategies to encourage participation in SUSTA programs.**

- Collaborate with the Outreach Manager to develop innovative strategies for nurturing company leads that have not yet become Program Participants.
- Utilize all available tools and technology to engage these leads effectively. Potential strategies include: Identifying new trade partners and compiling contact lists to send "About SUSTA" emails or physical mail. Leverage Euromonitor and targeted recruitment tools to attract new company participants.

#### **Requirements:**

- Bachelor's degree or equivalent experience in a 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 marketing, sales, and customer relationship management.
- Proficient in Microsoft Office Suite
- Be in-person at SUSTA's headquarters in New Orleans.
- Domestic travel required - up to four to six weeks of travel 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](mailto:HR@SUSTA.org)

**OR**

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

Deadline to apply is Monday, May 19, 2025.