

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

Job Title: International Marketing and Communications 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: SUSTA is seeking a motivated and detail-oriented International Marketing and Communications Coordinator to join our team. This role is primarily responsible for promoting SUSTA's programs and services to southern food and agriculture companies, with a focus on supporting the Global Events Program. The ideal candidate will demonstrate excellent communication, a proactive approach to relationship building, and a commitment to delivering high-quality customer service.

Key Responsibilities:

- Ensure all recruitment flyers are visually appealing and accurately convey SUSTA's mission and program information, while adhering to branding guidelines.
- Develop and share engaging Global Events descriptions, ensuring all content is timely and accessible for potential participants.
- Design a communications strategy to inform the Activity Manager Team and coordinate with SUSTA staff about active events ready for company engagement.
- Monitor and analyze survey results, implementing marketing campaigns to encourage higher engagement and participation rates in Global Event surveys.
- Create and distribute a variety marketing and promotional collaterals, such as brochures, and email campaigns, to effectively promote upcoming Global Events and enhance overall visibility.
- Collaborate with team members to assist in marketing and promotional campaigns to promote SUSTA's services ensuring messaging is clear, consistent, and resonates with the target audience.
- Update and enhance program manuals for SUSTA's Global Events and CostShare programs, ensuring that all information is current and reflective of best practices.

- Write and publish success stories that showcase the impact of SUSTA's programs, highlighting key achievements and testimonials from participating companies to demonstrate value and encourage future engagement.

Requirements:

- Bachelor's degree in international marketing, marketing, or a related business field, or equivalent work experience.
- Ability to provide excellent customer service and support multiple ongoing projects.
- Strong multitasking skills and the ability to prioritize tasks efficiently.
- Excellent organizational and detail-oriented.
- Positive attitude, professionalism, and a self-starter mentality.
- Proficient in Microsoft Office applications (Word, Excel, PowerPoint).
- Be in-person at SUSTA's headquarters in New Orleans.

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

OR

SUSTA

ATTN: Human Resources

701 Poydras Street Suite 3845

New Orleans, LA 70139