



AMERICAN SOYBEAN ASSOCIATION JOB DESCRIPTION

Job Title: Project Director, Global Strategic Engagement
Department: WISHH
Reports To: Chief Operating Officer
FLSA Status: Exempt

Position Summary:

Under the direction of the ASA/WISHH Chief Operating Officer while working closely with the ASA/WISHH Executive Director, the Project Director of Global Strategic Engagement (PDGSE) will lead the ASA/WISHH global strategic trade-building market and international development trajectory, including business development, for the ASA/WISHH Program. As a member of the WISHH senior management team, the PDGSE will manage and coordinate with several colleagues and will play a key role in strategic planning at ASA/WISHH. The PDGSE oversees program development and evaluation and spearheads the communication of results to stakeholders and funders. The PDGSE is integrally involved in ASA/WISHH's work to grow existing partnerships and expand collaboration with new strategic partners. The PDGSE will work closely with the ASA/WISHH team to provide current and future strategic direction within the mandate of the active ASA/WISHH Strategic Plan. The PDGSE will also lead strategic partnership development discussions and will identify and define funding targets to ensure continuity and cohesiveness in market development and international development initiatives that build current and future demand for U.S. soy in emerging markets. The PDGSE will work together with the ASA/WISHH team to conceive, develop, and plan project and proposal concepts, as well as full grant proposals, in collaboration with strategic partners (e.g., private voluntary organizations, private sector partners, government partners, and other collaborators). The PDGSE will assist project implementation planning and will facilitate, coordinate, and assist with ASA/WISHH program monitoring and evaluation. The PDGSE's responsibilities will require travel to D.C., field offices, project sites and countries targeted for upcoming proposals. The PDGSE will also manage proposal development and submission and will work with key staff on outreach to qualified state soybean boards, United Soybean Board, and U.S. Soybean Export Council and assist in the development of ASA/WISHH portions of the soybean Unified Export Strategy.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

1. Ensure ASA/WISHH programming cohesiveness with strategic priorities. Work closely with regional market development teams and international development programs to translate big picture strategy into implementable and quantifiable outcome-based and evidence-driven implementation plans. Work closely with the Executive Director and Chief Operating Officer to facilitate strategy execution.
2. Work with Executive Director to ensure that ASA/WISHH initiatives and implementation are aligned with overall ASA/WISHH strategy within the active ASA/WISHH strategic plan.

- Develop and lead course corrections as needed to improve alignment and increase the odds of success.
3. Work with team to adhere to evidence-based criteria for selection of current and future ASA/WISHH priority markets, activities, and new business that lead to desired ASA/WISHH Program outcomes.
 4. Analyze internal and external data to iteratively inform strategic direction for ASA/WISHH.
 5. Draft presentations, slide decks, and prep materials for the Executive Director for strategic meetings.
 6. Review key literature to inform and position ASA/WISHH strategically in global market and international development initiatives and to guide and inform ASA/WISHH communication and business development plans.
 7. Work with program staff to arrange for evaluations and/or impact assessments of targeted programs when required. This may include external evaluations, including preparing the scope of work or identifying an M&E consultant. Identify opportunities to fund and implement *ex ante* and *ex post* impact assessments to assess progress and define future priorities.
 8. Work with Monitoring and Evaluation (M+E) staff to continually assess and revise internal metrics, including key performance indicators, to ensure appropriate metrics are being tracked to gauge performance and progress towards global strategic outcomes in accordance with ASA/WISHH Theory of Change and operating strategic plan.
 9. Cultivate collaborative relationships with strategic partners leading to future or enhanced business development.
 10. Demonstrate how the ASA/WISHH approach complements strategic partners' missions to achieve desired outcomes through differentiation of ASA/WISHH from other market development and international development competitors and partners.
 11. Communicate ASA/WISHH strategy to internal and external audiences, including soybean growers, qualified state soybean boards, USDA, USAID, USSEC, USB current and prospective strategic partners, and contractors.
 12. Network with various stakeholders and potential partners during travel opportunities and in daily communication (email and conference calls). Assist staff to build and maintain ASA/WISHH relationships with private voluntary organizations, industry, governments and other partners.
 13. Participate in strengthening the ASA/WISHH relationship with USDA/FAS headquarters and field personnel in priority ASA/WISHH markets. Maintain and enhance relationships with USAID, especially Feed the Future Innovation Labs at land grant universities.
 14. Work with team to develop key documents and communication materials based on ASA/WISHH results that demonstrate program effectiveness, capacity, strategic program positioning, and potential opportunities. Work closely with the ASA/WISHH team and communication consultants to ensure effective, ongoing communication with key ASA/WISHH business stakeholders.
 15. Capitalize on ASA/WISHH strengths to drive future opportunities. Identify gaps in ASA/WISHH internal capacity and generate plans to address those gaps through strategic work with partners and consultants.
 16. Engage consultants and industry experts as needed to build partners and collaborators in implementation and to obtain feedback on ASA/WISHH strategy and programming effectiveness. Assist in the effort to expand outreach and recruitment of highly skilled expert staff/consultants and technical services providers. Ensure ASA/WISHH is working with the

right consultants and partners to implement trade-building market and international development work.

17. Direct and manage USB and qualified state soybean board proposal development and presentations and fit with broader ASA/WISHH global strategy and programs (e.g., Unified Export Strategy and market-building international development programming). Work closely with regional market development teams on proposal design, narrative, and budgets. Work together with the Program Specialist and Regional Market Development teams to compile the Unified Export Strategy (UES) for Foreign Market Development and Market Access Program in accordance with ASA/WISHH's strategic plan.
18. Assist Regional Market Development staff in writing USDA international market development proposals (e.g., UES) and coordinate and contribute extensively to the completion of development (e.g., USDA Food for Progress) proposals.
19. Work in collaboration with regional market development teams on report submission for market development activity performance measures. Work with project leaders on internal quarterly narratives, including incorporation of trade data, graphics, analytics, and key literature in reports.
20. Liaise with the ASA/WISHH communications team to identify successes stories from program staff for USDA success stories, ASA/WISHH quarterly and year-end reports as well as other industry publications.
21. Attend ASA/WISHH sponsored meetings and conferences; report on issues and opportunities; assist in agenda development of ASA/WISHH sponsored workshops, including speaker/presenter identification and private voluntary organization, industry and government partner (e.g., USDA and USAID) invitation lists.
22. Identify new sources of project and activity funding, including traditional and non-traditional sources. Seek opportunities to diversify the ASA/WISHH funding portfolio to increase budgets for strategic ASA/WISHH activities.
23. Develop concept notes for potential international development projects for use in planning, preliminary design, consortium building and to achieve buy in with international development funders and collaborators.
24. Facilitate and assist in completion of memoranda of understanding, teaming agreements and scope of work for collaborative proposal and project design with international developmental organizations, consultants, and private sector partners.
25. Arrange for letters of support from key organizations/institutions/partners in proposals.
26. Lead and/or assist in project design and planning activities for proposals with collaborating partners. Ensure that proposals achieve high standards and fulfill all grant requirements (e.g., budget, theory of change, organizational chart, monitoring and evaluation plan, narrative, timeline, results framework and assumptions, performance indicators, operations/activities plan, and past performance).
27. Liaise with ASA/WISHH headquarter accounting staff when necessary to obtain approval for budgets before submission of proposals.
28. Work with ASA/WISHH staff and management to advance proposals and follow up on application/proposals with grantors.
29. Perform other duties as directed by the ASA/WISHH Chief Operating Officer and the ASA/WISHH Executive Director.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions; Knowledge of USDA and/or USAID-funded development programs; participation in grant development and submission activities; Capacity to maintain confidentiality of job duties performed; Skill and experience in strategic planning; Ability to prioritize and meet deadlines, with demonstrated organizational skills; lead, facilitate, and monitor multiple projects, follow written and verbal instructions and complete or lead the execution of assigned tasks; Capability to develop and maintain independent contacts both in the office and with outside parties; Ability to travel domestically and internationally and attend weekend meetings as required; Overseas living experience and foreign language skills a plus. Ideally, candidate will have experience with proposal/grant writing for international programming and strong research, strategic planning and monitoring and evaluation skills.

Education/Experience:

Master's degree in management, marketing, international relations, international agricultural development, or related discipline. Five to ten years of work experience in international business, development, international agriculture or a combination of education and experience desired.

Language Ability:

Demonstrated written and oral communication skills. Ability to relate professionally and communicate effectively with staff, consultant team, and outside contacts, to includes growers, clients, sponsors, agricultural and PVO organizations, state, government and industry representatives.

Analytical Ability:

Proficiency in analytical tasks, such as budget development, book-keeping and accounting, data analysis and statistics, monitoring and evaluation, impact assessment, and presentation of economic or trade data.

Reasoning Ability:

Must have a strong command of reasoned, measured decision making based upon analyzing the pros and cons of each potential decision to be made. Ability to evaluate socioeconomic and physical challenges in foreign environments. Ability, desire and passion to learn the business, think strategically, direct strategy and operate tactically. Ability to learn quickly, multi-task and prioritize in a complex, demanding atmosphere. Attention to detail is a must.

Computer Skills:

To perform this job successfully, an individual should be Computer literate in a Windows environment, including Word, Excel, PowerPoint, and Outlook, and have the ability to learn new software programs. Skill with project management, statistical and data visualization software is also beneficial.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to

successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

*TO APPLY: send electronic submission of **resume including salary requirements** to WISHH@soy.org by April 22nd, 2022. **Interested individuals are encouraged to apply quickly as the applicant review and interview process will begin immediately.** Please write "**Project Director of Global Strategic Engagement**" in the subject line. No telephone inquiries, please. Finalists will be contacted. ASA is an Equal Opportunity Employer and Provider. Women, minorities, veterans and the physically challenged are encouraged to apply.*

Non-Discrimination Statement: In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident. ASA/WISHH is an equal opportunity provider and employer.