



## Executive Director - State & Industry Relations

### About ASA:

The **American Soybean Association (ASA)** is the national trade organization that advocates on behalf of U.S. soybean farmers on domestic and international issues. It is the collective voice of 500,000 producers across all major soybean-producing states. ASA is headquartered in St. Louis, Missouri, and its Government Affairs team is based in Washington, D.C.

The primary focus of ASA is policy development and implementation, including adoption of policy goals at an annual meeting of ASA's voting delegates. We carry out these goals through activities including: advocating before Congress and Executive Branch agencies, activating support at the grassroots level, and interacting with media. We are the only national policy organization advocating exclusively for soy and have a 100-year track record and reputation of effectiveness.

### About Your Role:

Under the direction of the CEO, the Executive Director (ED) of State & Industry Relations will lead and direct both state and industry relations activities for ASA and manage the State & Industry Relations (IR) department. ASA has 26 state soy affiliate members representing 30 primary soy-producing states; works closely with two allied national soy organizations, including the United Soybean Board (USB)/Soy Checkoff, and U.S. Soybean Export Council (USSEC); and collaborates with numerous additional industry partners and allied organizations with likeminded goals supporting America's food, feed and fuel producers.

As ED, you will create strategies and implement plans to retain, secure and grow funding that will increase ASA resources and capabilities; develop strategic alliances with soy states, agribusiness and allied industries to strengthen relations for mutual benefit. You will also serve as a key member of ASA's senior management team and contribute to organization's overarching strategic goals, including by collaborating closely with fellow members of senior management, other team members and departments.

### Ideal Executive Director Should Have:

- A proven history of leadership, sales, and relationship-building capabilities, along with a track record managing a successful team. ED will be the face of the IR department for the organization, and as such must have a driven personality coupled with strong people and people management skills.
- Willingness to stay up to date on policy issues and agriculture news affecting soy and soy stakeholders, working with CEO, Executive Director of Government Affairs and Senior Director of Marketing & Communications to assure projects, partnerships, and communications align with ASA policy resolutions, current policy developments, and messaging strategy. This includes having an awareness of and respect for when, where, and whether to communicate potentially sensitive legal, personnel, or policy issues.
- Preferred 7+ years of progressive experience in sales and business development and/or fundraising with a demonstrated record of accomplishment in revenue generation and growth.
- Background in agribusiness or related industry and/or familiarity with U.S. agriculture and federal policy process is advantageous.
- Experience developing and managing budgets and hiring, training, developing, supervising and appraising staff.
- Strong project management skills with attention to detail and the ability to coordinate workflow, determine priorities, meet deadlines, and effectively balance competing demands.
- Ability to successfully interface with corporate contributors and farmers to meet mutual objectives.

- Ability to work collaboratively with all departments to maintain team environment and successfully implement association activities. Strong interpersonal, networking, and negotiation skills are a must.
- Bachelor's degree in Business Management or related field with seven years job-related experience or equivalent combination of education and work experience.
- Ability to travel and attend weekend meetings as required, with anticipated travel approximately 25-35%.

#### **Your Day-to-Day Responsibilities:**

- Create strategies and proposals that meet state and industry partner needs, generate non-dues revenue streams for ASA to better meet the objectives of its members, and provide value for all parties. This includes, but is not limited to, proposals/activities in the following areas: policy, economic analysis and studies, communications activities, educational programs and initiatives, marketing programs, and leadership development programs.
- Establish positive, consistent outreach and interactions with states, agribusiness, allied industries and other supporters (networking).
- Augment existing corporate and allied organization relationships and identify new corporate support relationships and opportunities for strategic alliances. Work closely with ASA leadership, senior management and other staff to identify and develop leads and cultivate prospects.
- Develop annual department budget and income goals. Successfully manage and implement all IR projects within or exceeding those budgetary guidelines. Monitor budgets throughout the year to ensure revenue goals are not only set, but also that measures are in place to track progress of projects to reach monthly, quarterly, annual targets.
- Collaborate with accounting department to oversee invoicing and collections. Work with accounting to ensure proper and transparent record keeping of corporate giving.
- Direct strategic partnership, sponsorship, and grant strategy, including ongoing annual Education Project with United Soybean Board. Design annual and multi-year support packages to encourage lasting partnerships.
- Oversee, negotiate and execute contracts and agreements. Establish review process for partnership contracts to ensure obligations are met. Generate, evaluate, disseminate appropriate sponsorship reports that document program deliverables and supporters' ROI per contract specifications.
- As with other industry partners, oversee relationships with advertising partners to set goals and ensure alignment of paid and in-kind ad partnership commitments.
- Hire, retain and coach a proficient, personable, and sales-driven stakeholder relations staff. Encourage and foster a team environment across the association. Assure timely department responses to and support of ASA colleagues, including project requests to other departments. This collaborative spirit should extend to ASA farmer leaders, cross-departmental project teams, state leaders, and all outside partners and stakeholders.
- Maintain database with current industry contacts and qualified prospects.
- Serve as a top ASA manager and liaison for annual Commodity Classic trade and educational farm show and direct ASA efforts related to Commodity Classic, of which ASA is co-owner and a primary partner. Relay Classic updates to ASA staff for information and discussion as needed.
- Direct and manage department in overseeing ASA's Leadership Development programs.
- Assign, supervise and support IR staff responsibilities for implementing ASA's annual SoyPAC auction and other events.
- Demonstrate effective presentation and public speaking skills and ability to prepare high-quality grants, proposals and reports or lead IR team in doing so. Possess strong written and verbal communication skills.



- Supervise event scheduling, setting agendas for department-related industry meetings, preparation of meeting materials, and follow-up on actionable items.
- Achieve departmental goals and objectives set within the ASA Strategic Plan.
- Willingness to perform other duties as assigned by CEO.

**Work Location:**

This position is at ASA's headquarters in St. Louis, Missouri, and it is expected that the individual would be based out of St. Louis. ASA currently operates, and anticipates remaining under, a hybrid model where employees work in the office three days per week (core office days are Tues.–Thurs. with flexibility) and may work virtually two days.

**ASA Offers You:**

- Competitive annual salary based on experience (range \$120K - \$140K)
- Paid time off
- Medical benefits, dental, vision and life insurance
- 401K plan with employer match
- Supportive and engaging work environment

**To Apply:**

To respond to this opportunity, please submit resume and cover letter to:

<https://j.brt.mv/ATS/jb.do?reqGK=27684457>

*We are committed to equal employment opportunity and non-discrimination for all employees and qualified applicants without regard to a person's race, color, gender, age, religion, national origin, ancestry, disability, veteran status, genetic information, sexual orientation, or any characteristic protected under applicable law.*