



## **DIRECTOR, MARKETING – FOOD**

USB seeks an individual to join its Strategy Team as Director, Marketing – Food. This individual will execute strategic initiatives to expand the visibility, utilization, and reputation of soybeans, soybean meal, soybean oil, and other soybean products in food-end use for the benefit of U.S. soybean farmers. This individual will also develop strategies and provide leadership and support for Board committees and internal team workflow.

### **Responsibilities:**

- Execute and maintain an integrated, organization-wide strategic plan to achieve a preference for U.S. soybean investments as determined by the USB Board members and the Vice President of Marketing.
- Provide marketing support across all aspects of go-to-market strategy, planning, process optimization, and enablement.
- Coordinate and manage all technical details of marketing projects exiting the innovation funnel in preparation for launch.
- Provide leadership to the internal team’s workflow development through voice-of-the-customer insights, leading to the development of new or expanded soybean innovations.
- Lead a small project management team for food R&D pipeline and marketing outcomes.
- Manage project-specific communication in alignment with various communication strategies to enhance the value chain and improve soybean farmer profitability.

### **Required Experience and Qualifications:**

- Bachelor’s degree in biology, chemistry, engineering, or a related field.
- Master’s degree in a related field (preferred).
- 5-10 years of experience with food service and consumer packaged goods companies, agriculture, sustainability, marketing, sales, R&D product development, or technical services.

### **Salary and Benefits:**

- Competitive salary based on qualifications and experience.
- Health, vision, and dental insurance.
- Competitive retirement plan.

