

Position Title: Director of Marketing & Engagement	Department: Marketing & Engagement	Reports to: Deputy Director	FLSA Designation: Exempt
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Details: The Western United States Agricultural Trade Associations (WUSATAs) mission is to increase international growth of Western agribusiness by providing financial support, export readiness and business development services to companies located in the thirteen Western United States, Guam, and the Commonwealth of the Northern Mariana Islands. We achieve organizational excellence through efficient and effective people, systems, and processes.

Purpose of Position:

The Director of Marketing and Engagement is a senior leadership role responsible for driving WUSATA's brand strategy, market presence, and company participation growth across all programs and regions.

This position provides strategic oversight of the Marketing Manager and Engagement Manager functions, ensuring alignment between brand positioning, outreach efforts, and company recruitment, retention, and engagement outcomes.

The Director leads the development and execution of integrated marketing and engagement strategies that expand WUSATA's reach, strengthen its reputation, and increase participation in WUSATA programs. This role is accountable for measurable growth in the number of participating companies, program utilization, and overall brand visibility in domestic and international markets.

This position serves as the organization's leader in brand stewardship, customer acquisition, and participant experience while ensuring all marketing and engagement activities align with federal funding regulations and organizational priorities.

Responsibilities

Leadership and Team Oversight

- Directly supervise and provide strategic leadership to the Marketing Manager and Engagement Manager
- Ensure alignment between marketing, outreach, and engagement strategies to achieve organizational growth targets
- Establish performance goals, KPIs, and accountability frameworks for both functions
- Foster collaboration between marketing and engagement teams to create a seamless company journey from recruitment through retention
- Provide coaching, mentoring, and professional development to direct reports
- Oversee resource allocation, staffing structure, and workload prioritization across teams

Brand Strategy and Market Positioning

- Serve as the primary steward of the WUSATA brand across all channels, markets, and stakeholder touchpoints

- Develop and execute a comprehensive brand strategy that enhances WUSATA's visibility, credibility, and value proposition
- Ensure consistent brand messaging across digital platforms, events, communications, and partner engagements
- Oversee public relations, storytelling, and success story development to elevate WUSATA's impact
- Position WUSATA as a leading organization among State Regional Trade Groups (SRTGs)

Company Recruitment, Retention, and Growth

- Establish and lead strategies to increase the number of participating companies across all WUSATA programs
- Set and monitor targets for new company acquisition, retention rates, and program utilization
- Oversee development of a robust pipeline of prospective companies in coordination with the Engagement team
- Identify new markets, industries, and segments to expand WUSATA's reach
- Analyze participation data and trends to inform growth strategies and resource allocation
- Drive initiatives to improve conversion rates from outreach to program participation
- Cultivate strategic relationships with members, program directors, and partners to strengthen recruitment and retention outcomes

Marketing and Outreach Strategy

- Lead the development and execution of annual integrated marketing and outreach strategies for WUSATA brand, programs, and members
- Oversee multi-channel marketing strategy including digital, social media, email, events, and partnerships
- Ensure optimization of digital platforms, websites, and content to support recruitment and engagement
- Collaborate with members and program teams to develop coordinated outreach campaigns
- Oversee creation and distribution of marketing collateral, communications, and promotional materials
- Support development of success stories and impact narratives for stakeholders, FAS, and external audiences

Data, Metrics, and Performance Management

- Define and oversee KPIs related to marketing performance, engagement effectiveness, and company participation
- Utilize CRM systems and data analytics to track company lifecycle, engagement, and marketing ROI
- Monitor performance metrics and provide regular reporting to executive leadership
- Analyze trends and recommend strategic adjustments to improve outcomes
- Ensure accurate and effective database management systems to support outreach and engagement

Program Alignment and Compliance

- Ensure all marketing and engagement activities align with federal funding regulations (MAP, RAPP, AFTPP) and internal policies
- Prepare and support the Unified Export Strategy (UES) application for marketing and outreach components
- Manage execution of approved outreach and marketing plans within UES guidelines
- Collaborate cross-functionally to ensure program alignment with organizational goals and compliance requirements

Organizational Collaboration and Influence

- Partner with Program Directors to align marketing and engagement strategies with program delivery
- Influence organizational priorities related to company experience, program design, and service delivery
- Collaborate across departments to improve processes affecting company participation and engagement
- Represent WUSATA at industry events, trade shows, and stakeholder meetings

Process Improvement and Customer Experience

- Develop, define, and document processes to drive continuous improvement and high-quality customer experiences
- Enhance onboarding and engagement processes for new and existing companies
- Identify barriers to participation and implement solutions to improve access and satisfaction
- Promote a culture of trust, service, integrity, excellence, and accountability

Supportive Functions:

In addition to performance of the essential functions, this position may be required to perform a combination of supportive functions as other duties assigned, with the percentage of time performing each function to be solely determined by your department leader based upon the requirements of the company.

Other Duties:

Positively contribute to the WUSATA culture through understanding, supporting, and participating in the company mission, vision, and values. Demonstrate working knowledge of the service standards. Regular attendance in conformance with the standards, which may be established by WUSATA from time to time, is essential to the successful performance of this position.

Required Competencies:

WUSATA Core Values

Trust

We have confidence in our collective experience, knowledge, and professional connections to deliver meaningful results to those who put their trust in us.

Service

We support, guide, and empower each other by treating our companies, partners, and team members as individuals. We succeed when you succeed.

Integrity

We are committed to being honest, transparent, and responsible in all communications which drives our team to consistently do what is right.

Excellence

We take pride in our work and are committed to excellence in all aspects of our organization. Passion, energy, and enthusiasm are at the heart of every decision we make and every action we take.

Accountability

We are consistent and dependable. We take responsibility to get it done.

Specific Job Knowledge, Skill, and Ability

The individual must possess the following knowledge, skills and abilities and be able to explain and demonstrate that he, she or they can perform the essential functions of the job, with or without reasonable accommodation.

- Ability to learn, interpret, and apply Market Access Program and other federal and state rules and regulations
- Strong leadership and team management skills with experience overseeing multi-functional teams
- Exceptional customer service and relationship management skills
- Strong business development, sales, and growth strategy capabilities
- Ability to establish and maintain effective working relationships with internal and external stakeholders
- Ability to think strategically and align marketing and engagement initiatives with organizational goals
- Strong analytical and data-driven decision-making skills
- Ability to define, monitor, and report on KPIs and performance metrics
- Excellent communication, presentation, analytical, planning, and process development skills
- Ability to manage multiple priorities and adapt to a dynamic business environment
- Ability to exercise sound judgment and maintain confidentiality
- Proficiency in Microsoft Suite and CRM or marketing platforms
- Ability to travel domestically and internationally up to 25%

Minimum Qualifications:

- Bachelor's degree in marketing, communications, business, or related field; equivalent experience may substitute
- Minimum of 8–10 years of experience in marketing, engagement, business development, or related field
- Minimum of 3–5 years managing staff, including direct supervision of managers or team leads

- Demonstrated experience developing and executing growth strategies and increasing participation or revenue
- Strong project management and organizational skills with the ability to manage multiple priorities
- Demonstrated ability to build strategic relationships with stakeholders at all levels
- Experience in non-profit, government-funded programs, agriculture, or international trade preferred

Benefits:

- Employer paid medical, dental, short-term disability, long-term disability, life-insurance coverage for employee.
 - Family benefits included at a cost to employee
- Flexible Spending Account
- Participation in 401k plan with employer match 100% up to 6%
- 12 Paid Holidays
- Paid Time Off Plan
- Sick Paid Time off Plan
- Flexible Work Schedule
- Recognition Program

Compensation Range Based on Experience:

This position is exempt with a wage band ranging from \$80,000 to \$115,000 per year.

WUSATA is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

I HAVE READ AND UNDERSTAND THE POSITION DESCRIPTION INFORMATION AND HEREBY STATE THAT I CAN PERFORM THE RESPONSIBILITIES AND ESSENTIAL FUNCTIONS OF THE JOB WITH OR WITHOUT REASONABLE ACCOMMODATION.

Print Team Member Name

Team Member Signature

Date