

Engagement Executive Job Description

Position Title: Engagement Executive	Department: Marketing & Engagement	Reports to: Engagement Manager	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 Engagement Executive serves as a business development and company success leader, responsible for recruiting, onboarding, and growing participation of U.S. companies in WUSATA's export programs.

This role acts as a trusted consultant to companies—guiding them from initial outreach through export readiness and into active program participation. The Engagement Executive builds and manages a strong pipeline of prospective companies, converts leads into active participants, and drives long-term engagement and retention.

Responsibilities

Recruitment

- Proactively identify, recruit, and onboard new U.S. companies into WUSATA programs through targeted outreach, referrals, and strategic partnerships
- Build and manage a robust pipeline of qualified companies, from initial prospecting through conversion
- Represent WUSATA at industry events, trade shows, and stakeholder meetings to promote program participation
- Collaborate with State Departments of Agriculture and partners to expand company recruitment efforts

Client Advisory & Export Readiness

- Serve as a trusted advisor to companies, assessing export readiness and identifying appropriate programs, markets, and activities
- Guide companies through WUSATA's "export journey," aligning services with their business goals and international growth strategy
- Provide tailored recommendations on program participation, market entry strategies, and resource utilization

Account Management & Retention

- Act as the primary point of contact for assigned companies, ensuring a high-quality client experience
- Develop and maintain long-term relationships to drive repeat participation and program loyalty
- Conduct regular check-ins and business reviews to measure success and identify growth opportunities

Program Promotion & Participation Growth

- Promote WUSATA programs, including trade missions, B2B activities, and FundMatch programs, to increase participation rates
- Execute recruitment and retention strategies aligned with organizational goals and marketing plans
- Support program teams in achieving participation targets and maximizing program impact

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Data, Reporting & Performance Metrics

- Maintain accurate and up-to-date CRM records through WUSATA's Back-Office system, tracking pipeline activity, company engagement, and participation outcomes
- Analyze participation trends and contribute to performance reporting (e.g., recruitment metrics, retention rates, program ROI)
- Utilize data to refine outreach strategies and improve conversion rates

Collaboration & Organizational Impact

- Work cross-functionally with program and marketing teams to ensure seamless service delivery
- Contribute to continuous improvement of engagement strategies, customer experience, and program design
- Support organizational initiatives that enhance WUSATA's value proposition and industry impact

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 understand and apply USDA/FAS Market Access Program (MAP) and related program guidelines
- Proven experience in business development, account management, export assistance, or client engagement
- Strong organizational and project management skills with ability to manage multiple priorities
- Experience using CRM systems and data tracking tools
- Ability to communicate effectively with diverse stakeholders, including companies, state agencies, and industry partners
- Highly proficient with Microsoft Office Suite
- Requires the ability to travel overnight both domestically and internationally up to 35%

Minimum Qualifications:

- Bachelor's degree in relevant discipline and 2-3 years of experience in non-profit, outreach and engagement, account executive, customer service, sales, business management or related field; 2 years additional relevant experience may be substituted for degree
- Background working with small and medium-sized businesses (SMEs)
- Knowledge of global market development and export readiness frameworks
- Demonstrated interpersonal skills; ability to cultivate professionally collaborative relationships at all levels, from direct reports to members of the board
- Ability to work independently and maintain "big picture" perspective

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 \$65,000 to \$85,000 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.



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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