

# **Position Announcement**

## **United Sorghum Checkoff Program**

### **High Value Markets Program Director**

#### **PROGRAM OVERVIEW**

The United Sorghum Checkoff Program (USCP) is the newly established national checkoff program for sorghum producers. USCP is responsible for promotion, research and information programs for the U.S. sorghum industry. The Sorghum Promotion, Research, and Information Order is implemented under the authority of “Commodity Promotion, Research, and Information Act of 1996.” USCP has hired the National Sorghum Producers (NSP) as the management entity for the checkoff. This position will be managed as an NSP employee.

#### **SUMMARY**

The Sorghum Checkoff High Value Markets Program Director is charged with the responsibility of identifying critical issues relating to high value and/or added value sorghum marketplaces.

Specifically the director is charged with the responsibility of determining what can be done to develop, expand and promote sorghum marketplaces both domestically and internationally. These markets can range from current areas such as livestock feeds to newer markets such as pet foods and beyond. Fresh new approaches are critical. Furthermore, to provide leadership for the sorghum industry in high value markets, coordinate a national agenda to focus market priorities so as to compete favorably with other commodities.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include, but are not limited to, the following;

- Build sorghum demand and value.
- Able to analyze marketplaces for sorghum, identify constraints and opportunities, determine measures to resolve constraints and promote opportunities, establish and manage initiatives to do so.
- Incorporate and evaluate how the marketplace or initiatives will assist in creating higher financial returns for U.S. sorghum producers and returns to invested checkoff dollars.
- Establish contacts and relationships that will benefit the duties and responsibilities of the position.
- Research and track sorghum markets on a daily, weekly, monthly, yearly basis and will be responsible for creating charts and reports documenting sorghum usage; interior and export cash market basis levels and the price relationship to corn and other competing feed ingredients.
- Create public programs and presentations for educational and promotional purposes and to deliver these to potential sorghum customers in both private meetings and public seminars and conferences.
- Assist with communications and messaging related to marketing. Will work with communications contractor(s) and/or internal resources to implement all strategies and projects to assure maximum return on investment.
- Work with management and board to develop all marketing plans, messaging points, and coordinating tactics. These should coordinate with the USCP strategic plan.
- Assist with rapid response issues, special projects and other duties as assigned.
- Actively participate in industry and other professional associations and networks to ensure awareness of industry standards, trends and best practices to strengthen and support the USCP and the sorghum industry.
- Keep the CEO and the executive director informed as situations develop and are resolved or assistance is needed to accomplish resolution.

## **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, skill and/or ability required to perform this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **EDUCATION and/or EXPERIENCE**

Bachelor's degree (B.A.) from four-year college or university; or three years related experience and/or training in the field of work; or equivalent combination of education and experience.

## **LANGUAGE SKILLS**

Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports business correspondence and procedure manuals. The individual must have the ability to effectively present information and respond to questions from groups of producers, board, industry representatives and the general public. Specific language skills may be needed and shall be documented.

## **MATHEMATICAL SKILLS**

The individual must have the ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, values, and additionally any skills that shall be documented. The individual must be able to construct graphical, numerical, statistical interpretations of data.

## **REASONING ABILITY**

The individual must have the ability to define problems, collect data, establish facts and draw valid conclusions. The ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables is necessary.

## **SALARY:**

Salary will be negotiable and commensurate with experience.

## **SEND RESUMES BY JUNE 15, 2013:**

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