

**Position Announcement**  
**United Sorghum Checkoff Program/National Sorghum Producers**  
**Regional Director**

**PROGRAM OVERVIEW**

The United Sorghum Checkoff Program (USCP) is the 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 Regional Director is charged with the responsibility of establishing, developing and maintaining end-user, first handler and producer relations within a geographic region. Relations is defined as providing educational, supplementary and specific information concerning sorghum including but not limited to production, marketing, utilization and general checkoff information. This is done through face-to-face, meetings or other appropriate communication methods.

Specifically the director is charged with the responsibility of determining what can be done to develop, expand and promote sorghum. Furthermore, the director is to provide leadership for the sorghum industry within the director’s established region.

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

**USCP Duties**

- Establish, develop and maintain producer relations and serve as a liaison to industry, associations and Universities in their respective regions.
- Work closely with all program directors (crop improvement, renewables, high value markets, communications and executive directors) to avoid duplication of activities and create synergy.
- Able to analyze and identify regional constraints and opportunities, determine measures to resolve constraints and promote opportunities, establish and manage initiatives to do so.
- Incorporate and evaluate how the regional marketplaces or initiatives will assist in creating higher financial returns for region and consequently U.S. sorghum producers and returns to invested checkoff dollars.
- Establish contacts and relationships that will benefit the duties and responsibilities of the position within a geographic region.
- Gain knowledge and understanding of sorghum markets on a daily, weekly, monthly, yearly basis and sorghum usage. This would include data as cash market basis levels and the price relationship to corn and other competing feed ingredients within a geographic region.
- Create regional 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 within a geographic region.
- Actively participate in regional industry and professional associations and networks to ensure awareness of regional industry standards, trends and best practices to strengthen and support the sorghum industry within a geographic area.
- Carry out any other responsibilities delegated to him/her by the executive director or CEO.
- Keep the executive director and the CEO informed as situations develop and are resolved or assistance is needed to accomplish resolution.
- Identify, document and maintain all time and activities devoted to USCP.

## **NSP Duties**

- Help identify and manage the regional relations program.
- Additionally, the director should be the liaison to industry, associations and universities in their respective regions.
- The director must work closely with the NSP staff to help support and further develop the industry partner program.
- Maintain specific, up to date information concerning the time allotment and relevance of all activities conducted under the NSP duties.
- Work in educational opportunities with Congressional staff.
- Identify, document and maintain all time and activities devoted to NSP.

## **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.

## **LOCATION:**

The position is best served with an individual that resides in Kansas. The individual will be based out of their home office and travel extensively.

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

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NSP is an equal employment opportunity employer and strives to comply with all applicable laws prohibiting discrimination based on race, color, creed, sex, age, national origin or ancestry, physical or mental disability, veteran status, marital status, medical condition, or sexual orientation, as well as any other category protected by federal, state, or local laws. All such discrimination is unlawful and all persons involved in the operations of NSP are prohibited from engaging in this type of conduct.