



MICHIGAN SOYBEAN COMMITTEE

DEMAND SPECIALIST

The Michigan Soybean Committee (MSC) is a nonprofit organization based in St. Johns, Michigan. The soybean checkoff program was created in order to maximize profit opportunities for soybean farmers. MSC staff is tasked with carrying out projects in the areas of market development, outreach, and production research. The Demand Specialist is responsible for establishing domestic and international demand development strategies. This position includes, but is not limited to, soybean new uses and technologies, biodiesel utilization, specialty soybean market growth, infrastructure logistics, maintaining existing soybean markets and developing new emerging markets for soybeans internationally.

QUALIFICATIONS

Demand Specialist should have experience in the agricultural industry, must be an effective communicator and possess general agricultural economic and marketing skills. Bachelor's degree in business, marketing, agriculture, communications, or another field related to the position's duties or at least (4) years work experience marketing an agriculture product or service domestically or internationally is required.

1. Working knowledge of the soybean industry.
2. Work experience marketing soybean products domestically and internationally.
3. Experience working with contractors, and other state and national organizations in promoting soybeans or other agricultural commodity to potential domestic and international buyers.
4. Proficient in MS Office 365 products including Word, Excel, Teams, Zoom, Outlook and PowerPoint.
5. Work experience including verbal, written and interpersonal communication skills for group presentations and one-on-one interaction.
6. Ability to set priorities and make decisions within approved policies and procedures.
7. Must be willing to work unsupervised and maintain workflow independently.
8. Willingness to travel, possibly internationally at times, and furnish own vehicle if necessary, with reimbursement of expenses available.

RESPONSIBILITIES

A. Project Management

- Work with domestic and international market development industry leaders to establish goals and create a workable plan for MSC's demand development activities.
- Evaluate programs and gather feedback from key market audiences to help determine future marketing program direction.

- Responsible for managing all international marketing and transportation activities, ensuring objectives and expectations are accomplished, projects are conducted within budget, and project deadlines are met.
- Review project proposals and make recommendations to CEO and board leadership. Report to CEO and board on status and results of projects. Prepare and present project and program updates to MSC Board and other audiences.
- Develop projects that increase exports of Michigan soybeans and promote international trade.
- Plan, manage and conduct export market development trips to key markets for Michigan specialty/food grade and commodity soybeans and soy-based products.
- Monitor market access and trade policy issues that have potential to impact Michigan and US soybean exports.
- Identify road, rail, and water logistics opportunities and challenges to future demand growth for Michigan soybeans.
- Work with state and national transportation organizations on projects and programs that enhance Michigan and US transportation infrastructure, including Soy Transportation Coalition.
- Serve as MSC staff lead for national export promotion organizations, including National Biodiesel Board, US Soybean Export Council, World Initiative for Soy in Human Health, US Meat Export Federation, USA Poultry and Egg Export Council, and others as needed.
- Identify and recruit farmer leaders to participate in domestic and international programs.
- Plan and host international soybean buying delegations on visits to Michigan.
- Collaborate with state and national livestock organizations to promote exports of Michigan and US meat and poultry products.
- Support existing and encourage new development in the Michigan value-added soybean industry including non-GMO, organic and food grade soybean businesses.

B. Stakeholder Communication

- Develop and maintain information on domestic and international market flows of Michigan soybeans and soybean products to educate and inform farmers and other key stakeholders.
- Develop and distribute educational or promotional materials in furtherance of the goals for the demand development plan.
- Provide articles for MSN on demand development efforts, specific to each program area, quarterly.
- Prepare presentations, press releases, and other communication materials.
- Work with staff and stakeholders to inform Michigan soybean farmers about the current state of sustainability protocols, value-added composition opportunities, and supply issues.

- Assist, as needed, in the promotion of soybean products and occasional staffing of a soybean booth at various trade shows or events such as the Great Lakes Crop Summit.

C. **Other Responsibilities**

- Handling of and follow-up as necessary on any incoming inquiries.
- Provide accurate and timely staff time reports and all other reports as directed by supervisor.
- Set and work toward annual goals as set during annual performance appraisal.
- Uphold and adhere to the values of the Michigan Soybean Office.
- Activities, projects, and duties as assigned by supervisor.