Food Export Staff Responsibilities

**Communications (Midwest and Northeast)**

**Communications Manager**
- Communications Strategic Planning and Management
- Overall Public Relations and Marketing
- Overall Database

**Coordinator-Communications Content Development**
- Coordinates the development, creation and dissemination of specific and various long and short-term content and communications initiatives
- Coordinates the production, development and dissemination of all electronic communications
- Maintains website content
- Maintains and manages a social media plan and schedule to effectively promote Food Export programs

**Business Development Analyst**
- Develops recruitment strategies for all programs in the Midwest and Northeast
- Coordinates regular meetings and conference calls with staff and member states to deliver strategies and goals
- Develop skills within the organization geared toward recruitment
- Works closely with database on all projects

**Communications Coordinator**
- Coordinates the production, development and dissemination of all printed and electronic communications publications
- Coordinates the production of, development of and dissemination of all success stories
- Electronic records data integrity - updates to system (Board, State Staff, etc.)

**Liaisons**
- Outreach at tradeshows and events for all programs
- Proactive outreach and fielding incoming calls from new companies for all programs
- Responsible for responding to info@ email inbox
- Qualify requests for and set up new online accounts (new companies) and discuss all programs
- Convert Branded inquiries to pre-qualifications and assist with Branded Program Applications
- Outreach at Generic activities for all programs

**International Marketing Program**

**International Marketing Program Manager**
- Strategic Planning and Management
- Monitors budget and spending for all activities
- Responsible for overall Generic strategy in each target market
- Works directly with member states on program related issues
- Manages all domestic and international contractors
- Data analysis and reporting
- Liaise with FAS offices overseas

_Last updated: March 2016_
International Marketing Program Staff
• Activity Coordination across all program tactics
• Company participation and reporting
• Collection of Evaluation data and compilation of results
• Invoicing and Travel Expenses Processing
• Coordination of Online Product Catalog & Trade Leads
• Tradeshow booth logistics
• Data entry and audit on database records
• Assist with the Export Intern Program
• Assist with Promotions and special projects
• Assist with 6 month evaluations
• Monitoring In-Market Representatives reporting

Finance
Financial Manager
• Budgeting and Planning
• Audits and Compliance Review
• Financial Statement and Report Preparation
• Human Resources activities: Recruitment, Hire, Benefits, Reviews, and Departure

Accounting and HR Staff
• Account Payable
• Accounts Receivable (payments from participants)
• Expense Reports
• Employee Personnel Files
• Training and Staff Orientation activities
• Organization of Recruiting/Interviewing/Testing process
• 1099 processing

Branded Program
Branded Manager
• Reviews and approves applications and amendments
• Monitors budget and spending for all participants
• Process reimbursement claims for further approval and payment
• Handles all general program inquiries
• Recruitment for program
• Responsible for overall Branded strategy

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• Works directly with member states on program related issues
• Data analysis and reporting
• Presentation of program at various events/seminars

Branded Program Staff
• Handles all general program inquiries
• Review of all pre-qualification applications
• Review and approve claims
• Administers the review process of all amendments for additional funds
• Statistic analysis of program performance measures
• Dissemination of reimbursement reports to participants
• Educates participant how to access various reports online with information about graduation history, reimbursements, account status, etc.

Information Technology (Midwest and Northeast)
IT Manager
• Handles all network maintenance and security
• Maintains all hardware and software for all desktop machines
• Leads support and innovation for the database
• Provides help desk support to all staff in MW and NE

IT Support Specialist
• Monitors usage of CRM database
• Provides data analysis and reporting for all program areas
• Coordinates regular database training with all users

Administrative
Administrative Assistant
• Support to Executive Director
• Office maintenance
• Travel arrangements
• Monitors all incoming calls
• Provides clerical support to all program areas

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