



Job Title:	Director, International Marketing
Location:	Folsom, CA; in-office
Organization:	California Walnut Board and Commission
Reports to:	Vice President Integrated Marketing
Classification:	Full-time, exempt
Managerial Responsibility:	Directly manages International Marketing Manager and select international agencies

This isn't just a job; it's an opportunity to be part of a dynamic team to help transform an industry. As the California Walnut Board and Commission, our mission-driven association is dedicated to enhancing walnut grower prosperity. Our mission is simple: making consumers crave walnuts around the globe. Our values guide us in every step we take, with focus on a consumer mindset, urgency, open dialogue, and transparent communications.

We are seeking an experienced and strategic International Marketing Director with a passion for food, American agriculture, and international trade to help drive the development and execution of market development strategies and marketing efforts to increase walnut consumption and California preference.

Position Summary:

The Director, International Marketing is a key member of the global marketing team and responsible for export market development in assigned countries. This position is responsible for planning, implementing, and overseeing market development programs, funded by industry resources and USDA Foreign Agricultural Service (FAS) programs, including MAP, RAPP, AFTPP and related initiatives. The Director, International Marketing ensures full compliance with USDA regulations; leads strategy development for assigned regions; provides expert guidance on market intelligence, demand drivers, competition, and barriers to trade; and manages a global network of in-country trade representatives and consumer agencies in several countries.



Essential Duties and Responsibilities:

Strategic Marketing and Category Development

- Develop California preference with consumers and trade through integrated marketing efforts.
- Increase consumer awareness and purchase of California walnuts through a mix of consumer outreach methods including public relations, influencer activations, social media, and others.
- Accelerate pull-through and increase sales through retail channels of California walnuts and products containing California walnuts.
- Expand walnut utilization and innovation through foodservice and culinary, food manufacturing, and ingredient marketing outreach.

Market Development:

- Develop and implement comprehensive regional export strategies for select countries.
- Serve as the CWC's regional expert on market conditions, trade opportunities, competitive dynamics, and long-term growth.
- Lead regional contributions to the Unified Export Strategy (UES).
- Provide market intelligence and analysis to industry stakeholders.

Program Planning, Management & Execution:

- Oversee USDA FAS-funded and CWC programs within the region, including MAP, RAPP, AFTPP, etc.
- In conjunction with consumer and trade agencies, develop annual business plans, budgets, and performance targets including success measurement.
- Work with export marketing team and contracted agencies to develop country strategies and annual budget recommendations that align with the CWC's strategic plan.
- Ensure all activities comply with USDA regulations.
- Lead reporting aspects of program execution including performance reports and success stories for USDA and CWC management, committee and Board of Directors.



Contractor, Team & Vendor Management:

- Directly manage, evaluate performance, and provide mentoring and training opportunities to International Marketing Manager.
- Lead RFP process in assigned markets to select in-country representatives, PR firms, and consultants.
- Conduct market visits to monitor program delivery and evaluate contractor performance.
- Ensure contractor work aligns with CWC's brand, priorities, performance measures, and compliance requirements.

USDA FAS Compliance & Reporting:

- Ensure country/regional programs meet USDA FAS requirements.
- Under the direction of the VP Finance and Administration,
 - Support internal reviews, internal audits, and external audits related to regional programs.
 - Ensure assigned country/regional programs adhere to CWC policies and procedures in addition to tracking, reporting, and documenting all FAS-funded activities.

Market Development and Promotions Committee and Board of Directors Support:

- Develop regional briefs and updates for the Market Development Committee.
- Prepare and present progress reports and results to senior leadership.

Handler Support:

- Develop market briefs for industry members to understand opportunities, cultural expectations, tariff and non-tariff barriers to trade, export requirements for agricultural products, and international regulations for assigned markets.

Travel & Market Engagement

- Travel to oversee programs and engage with agency contractors, importers, retailers, industry/trade, stakeholders, healthcare professionals, and consumers.
- Represent the CWC at USAEDC and other industry related conferences, trade missions, seminars, conferences, and events as assigned.



- Overnight travel is required with limited travel in the United States and up to 30% internationally up to two weeks per trip.
- Requires appropriate, valid driver's license and insurance.
- Requires eligibility for international travel including a valid US Passport.

Minimum Qualifications:

- A bachelor's degree or equivalent; a master's degree is a plus.
- At least 5 years of professional experience in international marketing of food and/or agricultural products.
- At least 2 years of progressively responsible administrative experience in international trade, business, and/or development.
- Prior experience working with USDA export development programs is desired.
- At least 2 years' work experience in team leadership.
- At least 2 years' work experience managing personnel, budgeting, and reporting.
- Demonstrated leadership of international contractors and in-market representatives.

Compensation:

- Salary: Commensurate with education, skills, and experience

To apply please email your resume and cover letter with the subject line "Director, International Marketing to:

- Suzanne Petersen at SPetersen@walnuts.org



About the CWB/CWC:

The California walnut industry has a long tradition of producing a healthy, safe, quality food product for global consumers to be enjoyed year-round. Over 99% of U.S. English walnuts are produced in California by more than 3,700 family farms, many of which are multi-generational.

The industry is represented by the California Walnut Board (CWB) and the California Walnut Commission (CWC) which work on behalf of California walnut growers and handlers to increase awareness and drive sales through integrated marketing programs domestically and overseas. These programs are designed to have more people eat walnuts more frequently in more ways at a price that provides a sustainable return to growers, whose lives are dedicated to providing this nutrient dense, delicious, whole food that meets today's consumer desires.

The CWC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance programs. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). CWC is an equal opportunity employer and provider.