

AGRICULTURAL MARKETING SPECIALIST I

This is promotional, service and consultative work in performing varied marketing functions requiring technical counseling and limited decision-making. Employees work as a technical specialist in the marketing of a specific commodity or as a marketing generalist in all agricultural commodities.

Employees in this class may: (1) deal with industries of limited complexity or (2) promote continuation and revitalization of county agricultural fairs or (3) promote increased consumption of N. C. agricultural commodities through work with food professionals, the media, consumers, educational institutions, special interest groups and commodity associations as well as providing basic home economics support to all other commodity specialists. In the first role noted above, the specialist serves as an intermediary to promote and expedite the marketing of horticultural crops by locating buyers or producers for crops and advises growers on such techniques as curb markets and roadside stands. In the second role above, employee consults and advises with county, civic, and private groups regarding all facets of operation of agricultural fairs. The third role above requires researching the acceptability of quality, availability, local services required and rendered, uses, nutritional value, and providing points on purchasing, handling and storing for a variety of commodities. Work is performed under the general supervision of an Agricultural Marketing Supervisor I and may include other duties as required.

I. DIFFICULTY OF WORK:

Variety and Scope- Employee works with either all facets of one of the less dynamic commodities or a limited facet of a wide range of commodities.

Intricacy - Work requires considerable planning to develop marketing strategies within time frame dictated by product availability and market needs. In many cases, decisions must be made on the spot in order to answer questions of agricultural producers, media representatives, consumers, etc.

Subject Matter Complexity - Work requires general knowledge of traditional marketing practices and legal and regulatory variables (such as Food and Drug, Environmental Protection Agency and OSHA) as they relate to different market targets. Work also requires technical expertise in the specific commodity or field to which position is assigned.

Guidelines - While the overall process can seem repetitive, each marketing problem opportunity may require considerable research, ingenuity and creativity to accomplish the desired result in the least expensive and most efficient way within the allotted time frame. Solutions can vary from an answer to a one-time telephone call to development of a portion of a major marketing/promotional program as much as a year in advance. Guidelines include laws of this state and other states as well as departmental policies, all of which require judgment and analysis to apply them properly.

II. RESPONSIBILITY:

Nature of Instructions - Employees are assigned to a specific commodity or a particular area of technical expertise. General purpose and desired results are known but employees plan and execute daily work as well as long range duties with minimal review.

Nature of Review - Much of the work is reviewed after the fact both by outcome of projects and review of weekly itineraries. Large projects are reviewed at various planning stages as well as upon completion.

Scope of Decisions - Decisions may affect an individual small business, several corporations or the general public and may reach beyond the state.

Consequence of Decisions - Employee's work may have a significant and immediate financial impact on a producer or buyer, a limited health or nutrition consequence to a segment of the public, or the qualification for licensure of an agricultural fair which provides for certain tax benefits to the sponsoring organization.

III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts - Employee has frequent contact with corporate management; community, civic and commodity groups; the media and the general public.

Nature and Purpose - Work involves gathering, conveying, explaining, interpreting and motivating both people knowledgeable of the industry as well as an unfamiliar general public. .

IV. OTHER WORK DEMANDS:

Work Conditions - Work is generally performed in an office environment; there is so some fieldwork which may involve exposure to mildly disagreeable elements. A considerable amount of travel may be required.

Hazards - Employee may have minimal exposure to industrial equipment and facilities.

V. RECRUITMENT STANDARDS:

Knowledges Skills and Abilities - General knowledge of marketing concepts and procedures, as well as basic sound business practices. Complete knowledge of specific technical/commodity area to which employee is assigned as well as the legal and regulatory aspects of the area of specialization. Ability to gather pertinent data from a variety of sources and to present it orally or in various written formats. Ability to deal successfully with a wide variety of people from owners or managers of large businesses to agricultural producers to media personnel to an unfamiliar general public.

Minimum Training and Experience Requirements - Graduation from a four-year college or university with a major in marketing, business administration, crop science, animal science, horticulture, home economics or a related curriculum and two years experience in marketing; or an equivalent combination of training and experience.

Special Note – This is a generalized representation of positions in this class and is not intended to identify essential functions per ADA. Examples of work are primarily essential functions of the majority of positions in this class, but may not be applicable to all positions.

Degrees must be received from appropriately accredited institutions.