

AGRICULTURAL MARKETING SPECIALIST II

This is developmental, promotional, service and consultative work in a specific program or commodity area such as poultry, seafood, grains, livestock, chain stores, institutional, etc. Employees independently perform marketing functions such as developing new and expanding existing markets through matching and coordination of producers, processors, distributors, brokers, buyers and other components of related industries. Employees also assist industries in improving quality and marketability of products by advising on new technology, industry trends, etc. Work frequently requires consequential decisions and recommendations which result in legally binding contracts and substantial financial investments. Employees assist producers and processors in meeting regulations and requirements of agencies such as Food and Drug, Environmental Protection Agency and OSHA. Livestock specialists also coordinate tele-auction sales, sometimes serve as absentee buyers for dealers across the country, and advise livestock producers on marketing techniques, breeding habits and selection. 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 - Employees work with a variety of agricultural producers, processors and buyers in generally related commodity areas which are more complex and more dynamic than those handled by positions at the level of Agricultural Marketing Specialist I

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

Subject Matter Complexity- Work requires a complete understanding of traditional marketing practices and legal and regulatory variables as they relate to different market targets. Work also requires technical expertise in the specific commodity or field to which the 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 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 judgement and analysis to apply them properly.

II. RESPONSIBILITY:

Nature of Instructions - Employees are assigned to a specific commodity or marketing program. General objectives are known and employees have input into the methods and time frames. Employees plan and execute daily work as well as long range duties with minimal review.

Nature of Review - Most work is reviewed only 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 or agricultural producer, corporations of varying sizes or whole groups of producers, or the general public and often reach beyond the state.

Consequence of Decisions - Employee's work may have a significant and immediate financial impact on a producer or buyer, a health or nutrition consequence to a segment of the public, or substantial waste of the state's manpower.

III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts - Employees have frequent contact with a wide range of corporate management from independent small producers to CEO's of large chains and conglomerates), as well as 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. Employees participate in sensitive managerial level meetings to obtain their cooperation in and financial active support for proposed programs to promote North Carolina agriculture.

IV. OTHER WORK DEMANDS:

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

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

V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Considerable 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. Ability to understand, analyze, and interpret economic data and legal guidelines to draw valid conclusions from them and to advise agricultural interests in the purchasing of livestock, formation of cooperatives and contracts and the negotiation of transportation rates.

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 related curriculum and three 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.