

INTERNATIONAL MARKETING SPECIALIST II

This is developmental, promotional, service and consultative work in the international marketing of all North Carolina agricultural commodities except for livestock.

Employee independently performs marketing functions such as developing new and expanding existing international markets through matching and coordination of producers, processors, distributors, brokers, buyers and other components of related industries. Employee researches markets in foreign countries to determine import requirement, availability, domestic and international transportation rates and methods and trends regarding growth directions and favorability of exchange rates. Work frequently requires consequential decisions and recommendations which result in legally binding contracts and substantial financial investments. Employee assists producers and processors in meeting both domestic and international regulations. Employee also assists industries in improving marketability of products by advising on packaging changes more appropriate for other cultures, industry trends and international displays, tours and trade shows. Work is performed under the general supervision of the Assistant Director for Domestic and International Marketing Development and may include other duties as required.

I. DIFFICULTY OF WORK

Variety and Scope- Employee works with agricultural producers, processors, distributors, brokers, buyers and other components of related industries as well as with prospective and actual buyers from all parts of the world. Work relates to a wide variety of agricultural commodities in both their raw form and in processed or value-added form, such as soybeans, sweet potatoes, duckling, beef jerky, lumber, popcorn, chickens, turkeys, eggs, pickles, pet foods, candy, sauces, etc.

Intricacy- Work requires considerable planning and timely execution to insure that all details are satisfied for complex international trade agreements. Work also requires extensive research and consultation on transportation, buying power, federal trade incentive programs, consumer trends, controlled ingredients, special package design, cultural preferences, trade barriers, financing availability, foreign subsidies, 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 a thorough knowledge of international transportation, health, financing and trade incentives and barriers relating to international trade of agricultural commodities.

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 the development, from scratch, of a major international contract. Guidelines include state and national laws as well as laws of other countries and departmental policies, all of which require judgment and analysis to apply properly.

II. RESPONSIBILITY:

Nature of Instructions- Employee is assigned to the area of international marketing development for all agricultural commodities other than livestock. General objectives are known and employee independently develops sources, methods and time frames. Employee plans and executes daily work as well as long-range work with minimal review. A lead for a project may be channeled to this employee from any of a number of sources both within and outside of the Department of Agriculture but employee independently determines and carries out appropriate activity to accomplish the project.

Nature of Review- Most work is reviewed only after the fact by outcome of projects, conferences, and review of weekly itineraries.

Scope of Decisions- Decisions may affect an individual small producer, corporations of varying sizes or groups of producers and routinely reach outside of the country.

Consequence of Decisions- Employee's work may have a significant and immediate financial impact on a producer or buyer.

III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts- Employee has frequent contact with a wide range of producers, processors, distributors, brokers, buyers and other components of related industries as well as bankers, governmental health and trade agency officials from all parts of the world.

Nature and Purpose- Work involves gathering, conveying, explaining, interpreting and motivating people who are knowledgeable of the industry as well as people from other cultures who are not familiar with North Carolina agricultural commodities. Employee participates in sensitive managerial level meetings to assist in negotiations for contracts and purchases of North Carolina products.

IV. OTHER WORK DEMANDS:

Work Conditions- Work is generally performed in an office environment with some time spent in field or plant environments which may involve exposure to mildly disagreeable elements. Employee is required to spend a considerable amount of time in international travel.

Hazards- Employee may have minimal exposure to industrial equipment and facilities and may encounter some danger as a result of international travel.

V. RECRUITMENT STANDARDS:

Knowledges, Skills and Abilities- Considerable knowledge of marketing concepts and procedures, as well as basic sound business practices. Complete knowledge of legal, regulatory and fiscal aspects of international trade. 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 small agricultural producers to international bankers, brokers and buyers. Ability to understand, analyze and interpret economic data and legal guidelines, to draw valid conclusions from there and to advise agricultural interests in international trade including 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 a related curriculum and four years experience in marketing, including international marketing experience; or an equivalent combination of training and experience. A foreign language skill may be required.

Minimum Training and Experience Requirements for Trainee Appointment

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; or an equivalent combination of training and experience. A foreign language skill may be required.

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.