AGRICULTURAL MARKETING SUPERVISOR I

This is administrative and supervisory work in the planning and direction of a comprehensive program of agricultural marketing. Employees plan and direct the work of a staff of trained agricultural specialists in commodity-specific programs designed to develop, strengthen and promote the agricultural industry of North Carolina. Duties include supervision of market development and service programs. Work is performed under the general supervision of an Assistant Director and is reviewed through written reports, conferences, and results of marketing efforts. Work may include other duties as assigned.

I. SUPERVISORY/MANAGERIAL FUNCTIONS:

Planning - Employees establish short and long-range program goals and objectives and the organization of programs to accomplish overall Division objectives which have been set jointly with Assistant Directors and Division Director.

Organizing and Directing - Employees coordinate the development of marketing service programs to promote North Carolina produced commodities, to stimulate profitable marketing, to increase processing efficiency, and to advise on current market trends.

Budgeting - Employees develop budget requests in support of commodity-specific marketing programs, but overall administrative budget is administered by the administrative Assistant Director.

Training - Employees recruited generally have high level skills in agricultural marketing, minimizing the need for training. Employees provide training, if required, on departmental methods and procedures of conducting business.

Setting Work Standards - Employees assure that subordinates meet overall division work standards. Within these overall standards, employees may establish and enforce standards for quality and quantity of work for their work units.

Reviewing Work - Employees review program activities to determine conformance with program and Division goals. In addition, employees review overall accomplishments against goals periodically. Especially complex or controversial projects are discussed during progress.

Counseling and Disciplining - Employees resolve minor complaints and grievances. More serious problems would be discussed with their immediate supervisor before action is taken.

Performing Other Personnel Functions - Employees are responsible for goal setting and periodic performance appraisal for subordinate employees. Employees interview and recommend applicants for employment.

II. SCOPE AND NATURE OF WORK SUPERVISED:

Dynamics of Work - Employees must respond to periodic charges in work techniques or areas of work emphasis.

Variety of Work Supervised - Employees supervise professional marketing specialists who are assigned to specialized commodities which are in related fields.
Number of Employees Responsible For - Employees supervise two to five employees.

III. EXTENT OF SUPERVISION RECEIVED: Long-range projects and programs are planned and coordinated with Assistant Directors. Employees independently manage activities within the unit and coordinate changes in programs, goals, objectives and work procedures.

IV. SPECIAL ADDITIONAL CONSIDERATIONS:

   Supervision of Shift Operations - N/A

   Fluctuating Work Force - N/A

   Physical Dispersion of Employees - All specialists travel some within the state as well as out of state occasionally. The employee who supervises the Horticulture unit is responsible for two specialists who are physically stationed in Asheville.

V. RECRUITMENT STANDARDS:

   Knowledges, Skills, and Abilities - Thorough knowledge of the principles involved in the processing and marketing of agricultural commodities. Considerable knowledge of the principles of agricultural economics. Ability to analyze marketing situations and industry needs and to creatively formulate plans of work to meet these needs. Ability to establish and maintain effective working relations among trade associations, farm groups, state and U.S.D.A. officials, and the agricultural industry in general. Ability to plan, organize and direct work operations. Ability to train and supervise subordinate workers. Ability to review and critique the work of others.

   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, or a related agricultural curriculum and four years of experience in agricultural 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.