

DIRECTOR OF AGRICULTURAL MARKETING

This is professional and administrative work in directing statewide consultative services and regulatory programs in agricultural marketing.

Employee supervises a professional staff designed to assist communities in preparation for agri-business development, assist farmers in locating markets for their commodities, and provide certification of official grade of farm products. Work includes administrative responsibility for three farmers' markets located in Asheville, Charlotte, and Raleigh as well as Market News and Engineering programs. Responsibilities include interpreting technical marketing data and advising policy-making officials at the state and federal level on problems relating to the grading, marketing, processing, and promotion of agricultural commodities. Work includes the integration of various phases of the local marketing program with those of federal agencies as well as the negotiation and administration of cooperative marketing inspection and research agreements with the US Department of Agriculture. Employee works under the general supervision of the Deputy Commissioner of Agriculture and work may include other duties as assigned.

I. SUPERVISORY/MANAGERIAL FUNCTIONS:

Planning - Employee is responsible for establishing the goals of the program and setting priorities concerning development of new markets and exposure of N.C. products through shows in different states and different countries. Goals and priorities may be set and remain unchanged for long periods in the regulatory programs, while market development may require constant re-evaluation in light of economic trends and agricultural development.

Organizing and Directing - Direction of daily activities of specific units within the division is delegated to the Deputy Director. Changes in organizational structure occur infrequently. Determination of work methods and procedures are generally left up to the discretion of the Assistant Directors. International trade missions, however, may require lengthy organizational periods to ensure efficient and effective trips which usually involve coordinating with the Commissioner's staff and businessmen in the state.

Budgeting --Employee receives budgetary requests from Deputy and consolidates, evaluates, and prioritizes continuation and expansion budgets. Employee must frequently provide specific presentations supporting the budget to various groups and legislative committees.

Training - Responsibility for training is delegated to subordinates who would provide job training as required. The employee evaluates the overall level of training of employees in relation to program goals and makes decisions on areas where emphasis needs to be placed.

Setting Work Standards - With input from both the Deputy Director and the Assistant Directors, employee establishes guidelines, policies, and standards for quantity and quality of work which would be conveyed to subordinate program administrators.

Reviewing Work - Employee reviews the overall accomplishments of all units to assure that the goals of the Division are met and that the work effort is effectively integrated into the total Department program. Employee has weekly meetings with the Deputy and the Assistant Directors.

Counsels and Disciplining, - Employee has authority to resolve personnel problems through conferences and discussions. Formal actions would be recommended to the Personnel Department for concurrence.

Performing Other Personnel Functions - Employee interviews employees referred by the Division and makes recommendations on hiring and on merit increments for current employees.

II. SCOPE AND NATURE OF WORK SUPERVISED:

Dynamics of Work Supervised - The basic mission of the Markets Division remains relatively stable over a long term period; however, consumer demands, federal guidelines, marketing concepts, and economics impact the program on a frequent basis.

Variety of Work Supervised - Work is primarily related to agricultural market development and regulatory services, but units supervised provide diverse specialized services including industrial development, farmers markets, market news and engineering.

Number of Employees Responsible For-190.

III. EXTENT OF SUPERVISION RECEIVED: Long-term program goals are established with the Deputy Commissioner and the Commissioner. Day to day decisions and general management is carried out with considerable independence.

IV. SPECIAL ADDTTTONAL CONSIDERATIONS: Employee supervises a staff engaged in statewide and occasionally national conduct of business resulting in wide dispersion of subordinate employees.

V. RECRUITMENT STANDARD

Knowledges, Skills, and Abilities- Thorough knowledge of the principles involved in the marketing of agricultural products. Thorough knowledge of the principles of agricultural economics. Thorough knowledge of the physical characteristics and behavior of an economically important agricultural product in each phase of the marketing operation. Ability to plan, develop, and administer a statewide consultative and regulatory program of agricultural marketing. Ability to assess fiscal, personnel, and program needs and to recommend and support appropriate actions to management. Ability to establish and maintain effective working relationships with producers and processors of agricultural products, state and federal officials, trade associations and related organizations, and the general public. Ability to prepare and present clear, concise reports in oral and written form. Ability to supervise others.

Minimum Education and Experience- Graduation from a four-year college or university, with a major in agricultural marketing or agricultural economics, crop science, animal science, horiculture, or a related curriculum and eight years of experience in agricultural marketing, including three years in a supervisory capacity; or an equivalent combination of education and experience.