

ASSISTANT DIRECTOR FOR DOMESTIC AND INTERNATIONAL MARKETING DEVELOPMENT

This is administrative and supervisory work in directing a staff of agricultural marketing specialists who specialize in promoting agricultural products both nationally and internationally by locating new markets and expanding existing markets for North Carolina agricultural producers.

Work involves planning and managing a program which identifies growers, processors and other industrial groups and matches them up to produce a market for fruits, vegetables, poultry, livestock, grain, cotton and tobacco grown in North Carolina. Work requires contact with a variety of growers to stimulate production and standardize product, with business leaders to encourage their use of locally grown products, and with institutional management to encourage their bidding on North Carolina produced products. Employee reports to the Division Director and work may include other duties as assigned.

I. SUPERVISORY/MANAGERIAL FUNCTIONS:

Planning - Employee sets priorities as to which commodity programs need the greatest assistance and oversees the development of project plans to meet the needs in the shortest length of time possible. Employee must analyze the demand for the service by industry and be flexible enough to respond to requests from both individual farmers and groups and to establish short-term strategies to meet their needs.

Organizing and Directing - Subordinate employees are highly specialized and require minimal supervision or direction. Changes in methods, procedures, workflow, and assignments occur infrequently. Domestic and international trade shows, however, may require lengthy organizational periods to ensure efficient and effective trips. Work assignments must be adjusted on a seasonal basis to take crop production levels and perishability into account.

Budgeting - Daily operation is monitored to remain within existing budget. Cost of travel requires close attention. Budget changes or expanded budget requests are submitted to the Director of Agricultural Marketing.

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

Setting Work Standards - Standards for conduct of work are not written. If necessary, employee has authority to establish guidelines, policies, and standards for quantity and quality of work which would generally be conveyed to subordinate unit heads in conferences or staff meetings.

Reviewing Work - Work of subordinates is reviewed on an individual basis. Employee reviews individual performance for efficiency and quality of work, and collectively reviews the overall performance of the section to determine if departmental goals are being attained.

Counseling and Disciplining - Most situations of one-on-one employee counseling are delegated to unit heads. Employee would review any action requiring departmental level action and make final decisions prior to referral to the Director.

Performing Other Personnel Functions - The employee interviews applicants and makes recommendations for hiring and evaluates performance of subordinate employees and makes recommendations for salary adjustments. Final decisions are made at the Division level, but recommendations of the employee are strongly considered.

II. SCOPE AND NATURE OF WORK SUPERVISED:

Dynamics of Work Supervised - The basic functions of the section remain relatively stable over a long-term period; however, there is a wide variety of different and changing relationships with industrial clients, which requires shifting of goals, priorities, and work plans.

Variety of Work Supervised - Work is specialized in the field of agricultural market development including international marketing.

Number of Employees Responsible For - Employee supervises 10-12 professional marketing positions, 3-5 artists and 3-5 clerical positions.

III. EXTENT OF SUPERVISION RECEIVED: Long-term program goals are established jointly with the Director of Agricultural Marketing. Day-to-day decisions and general management of market development are carried out with considerable independence.

IV. SPECIAL ADDITIONAL CONSIDERATIONS:

Supervision of Shift Operations - N/A

Fluctuating Work Force - N/A

Physical Dispersion of Employees - Subordinate staff is generally located in the Raleigh area, but employees are subject to state, out-of-state and international travel.

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 deal tactfully and successfully in high level negotiations of potentially major economic impact which involves corporate management, community, and State leadership. 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 prepare and present clear reports in both written and oral form. Ability to supervise 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, agricultural economics, or a related curriculum and five years of experience in marketing; or an equivalent combination of training and experience.