

MARKET NEWS REPORTER II

This is public information work in gathering, analyzing, and disseminating market data for agricultural commodities and includes the supervision of a staff of temporary livestock market news reporters. Employees are responsible for collecting market news information, verifying and analyzing it, and disseminating it through the various news media. Duties may include on-site visits to processors, producers, wholesalers, haulers, and brokers to obtain reliable and valid market information. Employees train and schedule work of temporary livestock graders. Work is performed under the general supervision of the Market News Supervisor and is reviewed for technical accuracy and completeness. Work may include other duties as assigned.

I. DIFFICULTY OF WORK:

Variety and Scope - Employees work with one or more agricultural commodities or groups of similar commodities. Employees apply USDA grade standards to livestock and train staff of temporary livestock market news reporters in grade standards and methods of collecting, analyzing and reporting market news.

Intricacy - Work requires considerable attention to detail of supply, condition and price information on assigned commodities.

Subject Matter Complexity - Work requires general knowledge of marketing practices, commodity processing, supply and demand factors, market trends, transportation practices, growing conditions, and weather related conditions that affect price, demand and availability.

Guidelines - North Carolina Market News Reporters generally follow USDA guidelines and procedures.

II. RESPONSIBILITY:

Nature of Instructions - Employees are assigned a specific area of work and function independently in carrying out daily tasks. Guidelines are readily available. Employees make specific work assignments and provide necessary training and direction to the temporary livestock market news reporters.

Nature of Review - Work is released for publication and distribution to the news media without undergoing review by the supervisor. Reports undergo general review after publication. Data compiled by the temporary livestock market news reporters is closely reviewed by this employee prior to publication and dissemination.

Scope of Decisions - Buying and selling decisions are based on the data that is disseminated by these employees, within the state and nation.

Consequence of Decisions - Employees' work may have a significant effect on buying and selling decisions made by the buyer and seller, which translates into a definite financial impact. Because of the high volume of trading of the commodities that are reported on, even a one-cent error could mean the loss of tens of thousands of dollars in one day of trading.

III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts - Employee has daily contact by telephone with processors, producers, assemblers, wholesalers, haulers, or brokers to obtain such market information as price, supply, demand, origin, and inventory. Employee has frequent telephone and personal contact with temporary livestock graders and some contact with NCDAs livestock marketing specialists.

Nature and Purpose - Work involves gathering, analyzing, and disseminating market data for agricultural commodities.

IV. OTHER WORK DEMANDS:

Work Conditions - Employees work in an office environment as well as some work in the field, which may involve exposure to mildly disagreeable elements. Limited amount of travel may be required.

Hazards - Employees may have minimal exposure to industrial equipment and facilities and to large animals at livestock markets.

V. RECRUITMENT STANDARDS:

Knowledges, Skills and Abilities - General knowledge of the principles involved in the marketing of agricultural products. General knowledge of the principles of agricultural economics. General knowledge of North Carolina products and their users. Ability to analyze and interpret economic, trade, and technical data and to draw valid conclusions from this material. Ability to organize and present technical information in a clear and convincing manner. Ability to establish and maintain effective working relationships with producers and processors of agricultural products, departmental personnel, members of the press, and the general public. Ability to train, supervise and direct the work of a subordinate staff.

Minimum Training and Experience Requirements - Graduation from a four-year college or university preferably with a major in crop science, animal science, horticulture or a related agricultural curriculum and 18 months of experience in news reporting or in agricultural marketing; or an equivalent combination of education and experience.