

MARKET NEWS SUPERVISOR

This is administrative and supervisory work in directing the Market News Reporting Program in the Department of Agriculture.

Unlike many Market News offices throughout the United States that specialize in reporting only one specific commodity and related products, the North Carolina Market News office provides coverage for all major commodities grown in North Carolina. This price and trend information is disseminated daily by means of radio stations, newspapers, the Associated and United Press, wire services, telephone, record-a-phone, commodity associations, the postal service, and Market Newline, an electronic news service through the UNC Public Television Network.

Employee is responsible for determining program needs, planning work efforts, directing work operations, projecting and monitoring budgets, and managing personnel. Work is performed under the direction of an Assistant Director of Agricultural Marketing who provides guidance and advice through discussions of problem situations. Employee performs related duties as required.

I. SUPERVISORY/MANAGERIAL FUNCTIONS:

Planning - Employee establishes goals and determines the personnel and other resources needed to meet these goals based on program demands. Goals are generally established on a yearly basis.

Organizing and Directing - Employee adjusts assignments of work to balance load. Employee is authorized to make permanent work assignment changes and organizational changes to meet shifting program requirements.

Budgeting - Employee develops and recommends the budget for the Market News Reporting Program. The budget is submitted to the Assistant Director for Agricultural Marketing for approval.

Training - Employee ensures that all new employees receive on-the-job training and that incumbent employees receive training on new methods.

Setting Work Standards - Employee establishes work standards for quantity and quality of work. Employee ensures that standards developed by subordinates are in accordance with approved methods of work.

Reviewing Work - Work is reviewed through routine review of market news reports. Problem situations are discussed with Market News Reporters as needed.

Counseling and Discipline - Employee resolves minor complaints and problems through discussions with subordinates. Guidance is received from the supervisor in regard to serious disciplinary actions.

Performing Other Personnel Functions - Employee interviews and recommends to the supervisor in the selection of permanent employees and in the areas of appraisal, promotion, dismissal, and salary adjustments.

II. SCOPE AND NATURE OF WORK SUPERVISED:

Dynamics of Work Supervised - Work supervised is affected periodically by changes in USDA reporting methods and modified program emphasis based on needs expressed by agricultural commodity groups. These changes require modification of methods and minor changes to organizational structure or individual assignments.

Variety of Work Supervised - Employee supervises a staff of Market News Reporters responsible for gathering, analyzing, and disseminating market data for agricultural commodities.

Number of Employees Responsible For - Four permanent and 8 - 10 temporary.

III. EXTENT OF SUPERVISION RECEIVED: The Assistant Director of Agricultural Marketing provides guidance on major policy decisions but delegates responsibility for matters dealing with program planning, budget development and monitoring, and methods. Work is reviewed periodically for adherence to previously established goals and objectives.

IV. SPECIAL ADDITIONAL CONSIDERATIONS:

Supervision of Shift Operations - N/A

Fluctuating of Work Force - N/A

Physical Dispersion of Employees- Employee supervises the activities of temporary employees assigned livestock market news reporting responsibilities across the state.

V. RECRUITMENT STANDARDS:

Knowledges, Skills and Abilities - Thorough knowledge of the principles involved in the producing, processing and marketing of agricultural products. Considerable knowledge of the principles of agricultural economics. Considerable knowledge of North Carolina products and their users. Ability to organize a program, supervise and direct the work of a staff of Market News Reporters. Ability to analyze and interpret economic, trade, and technical data and to draw valid conclusions from this material. Ability to establish and maintain effective working relations among trade associations, farm groups, state and USDA officials, and the agricultural industry in general.

Minimum Training and Experience Requirements - Graduation from a four-year college or university with a major in agricultural economics, crop science, animal science, or a related agricultural curriculum and three years experience in market news reporting or agricultural marketing; or an equivalent combination of training and experience.