

Class Concept

This is administrative and supervisory work in directing the Market News Reporting Program in the Department of Agriculture and Consumer Services. The North Carolina Market News office collects, analyzes, and disseminates essential marketing information for producers, consumers, shippers, wholesalers, retailers, exporters, and importers regarding the sale and purchase of fruits and vegetables, livestock, grain, poultry, and eggs nationally and internationally. Price and trend information is disseminated by means of radio, newspapers, the Market News web site, telephone, commodity associations, direct mailings, and trade publications. Employee is responsible for determining program needs, planning work efforts, directing work operations, projecting and monitoring budgets, and managing personnel. Work may include other duties as assigned.

Recruitment Standards

Knowledge, Skills, and Abilities:

- Considerable knowledge of the principles of agricultural economics.
- Considerable knowledge of North Carolina products and their users.
- Thorough knowledge of the principles involved in the producing, processing and marketing of agricultural products.
- Ability to organize a program, supervise and direct the work of a staff.
- 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 Education and Experience

Bachelor's degree with a major in agricultural economics, crop science, animal science, or a related agricultural curriculum from an appropriately accredited institution and three years of experience in market news reporting or agricultural marketing; or an equivalent combination of education and experience.