

Class Concept

This is managerial and administrative work in directing a division in the Department of Agriculture and Consumer Services. Employee plans, establishes, evaluates, and monitors division goals designed to meet departmental objectives in agri-business and/or regulatory consumer services. Work may include other duties as assigned. Divisions include the State Fair and Marketing.

State Fair

This is administrative and supervisory work in directing activities at the North Carolina State Fair complex, including the facility operations on a year-round basis. Employee plans, organizes, and directs the preparation and operation of the annual State Fair, negotiates contracts for entertainment, exhibits, concessions, and special services, and supervises the awarding of premiums. Responsibilities include negotiating contracts for the rental of buildings and grounds during non-Fair time, planning for maintenance, repairs and capital improvements, promoting the use of Fair facilities, and supervising both permanent and temporary employees. Work is evaluated through conferences, discussions, and observations of the success of the Fair program. Work may include other duties as assigned.

Marketing

This is professional and administrative work in directing statewide consultative services and regulatory programs in the Marketing Division. Employee supervises a professional staff designed to assist communities in preparation for agribusiness 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 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. Work may include other duties as assigned.

Recruitment Standards

Knowledge, Skills, and Abilities:

State Fair:

- Considerable knowledge of the agricultural industry in North Carolina.
- Thorough knowledge of the principles and practices relating to agricultural fairs.
- Thorough knowledge of business administration and managerial principles.
- Ability to organize and direct diversified activities at the State Fair complex.
- Ability to develop both short-term and long-range plans for the improvement and expansion of State Fairgrounds, facilities, and services.
- Ability to communicate effectively in oral and written form.
- Ability to establish and maintain effective working relationships with a range of individuals and groups.

Marketing:

- 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

State Fair:

Bachelor's degree in business administration, agriculture, marketing, or a related curriculum from an appropriately accredited institution and five years of experience in the planning, organizing, and directing of a major facility or program; or an equivalent combination of education and experience.

Marketing:

Bachelor's degree in agricultural marketing or agricultural economics, crop science, animal science, horticulture, or a related curriculum from an appropriately accredited institution and eight years of experience in agricultural marketing with three of those years in a supervisory capacity; or an equivalent combination of education and experience.