

Class Concept

This is administrative and supervisory work in directing marketing programs within the Marketing Division of the Department of Agriculture and Consumer Services. Program areas include domestic and international marketing development or directing the operations of the division's Farmers Markets, Agricultural Centers, and Mountain State Fair.

Domestic and International Marketing Development

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

Directing the Operations of Farmers Markets, Agricultural Centers, and Mountain State Fair

This is administrative and supervisory work directing the managers of the division's Farmers Markets, Agricultural Centers, and Mountain State Fair.

Recruitment Standards

Knowledge, Skills, and Abilities:

Domestic and International Marketing Development:

- Considerable knowledge of the principles of agricultural economics.
- Thorough knowledge of the principles involved in the processing and marketing of agricultural commodities.
- 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.

Directing the Operations of Farmers Markets, Agricultural Centers, and Mountain State Fair:

- Considerable knowledge of marketing practices and business administration principles.
- Thorough knowledge of the laws, rules, and regulations used in operating the division's Farmers Markets, Agricultural Centers, and Mountain State Fair.
- Ability to stay abreast of constant changes within the agricultural industry.
- Ability to deal effectively with a wide variety of people including business owners, farmers, consumers, and government officials.
- Ability to communicate effectively in both oral and written form.
- Ability to supervise others.
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Minimum Education and Experience:

Domestic and International Marketing Development:

Bachelor's degree in marketing, business administration, crop science, animal science, horticulture, economics, or a related field from an appropriately accredited institution and five years of experience in marketing; or an equivalent combination of education and experience.

Directing the Operations of Farmers Markets, Agricultural Centers, and Mountain State Fair:

Bachelor's degree in marketing, business administration, economics, crop science, animal science, horticulture, or a related field from an appropriately accredited institution and five years of experience in marketing with two of those years supervising a sales or marketing staff; or an equivalent combination of education and experience.

Note: This is a generalized representation of positions in this class and is not intended to identify essential functions per ADA.