

Class Concept

Positions in this class provide promotional and consultative work in performing one or more marketing functions requiring technical knowledge of the marketing program. Positions at this level may deal with a single marketing program area of limited complexity/range, to dealing with multiple programs of varying complexity. In addition to promotional work, they may play a more active role in program development and/or developing new marketing programs. May be involved with developing marketing strategies and in dealing more with the producers. May supervise or direct the work of others.

Recruitment Standards

Knowledge, Skills, and Abilities:

- Working knowledge of marketing concepts and procedures and basic sound business practices;
- Working knowledge of specific technical/commodity area(s) assigned; and the legal and regulatory aspects of the area(s) of specialization.
- Ability to gather pertinent data from a variety of sources and to present it orally or in various written formats.
- Ability to deal successfully with a wide variety of people to include stakeholders, staff, media and the general public.
- Ability to understand, analyze, and interpret economic data and legal guidelines to draw valid conclusions to advise stakeholders in marketing matters.

Minimum Education and Experience

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