

Class Concept

Positions in this class are responsible for large, complex marketing programs on a national scale and may include international and/or foreign markets. Responsibilities include extensive market research, developing marketing strategies and directing large promotional campaigns. May supervise or direct the work of other positions.

Recruitment Standards

Knowledge, Skills, and Abilities:

- Thorough knowledge of marketing concepts and procedures and sound business practices.
- Thorough 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 three years of experience in the related field; or an equivalent combination of education and experience.