

### Class Concept

This is developmental, promotional, service, and consultative work involving one or more marketing or travel/tourism programs or commodity areas. Position independently performs marketing functions such as developing new and expanding existing markets through matching and coordination of producers, processors, distributors, brokers, buyers and other components of related industries. Position also assists industries in improving quality and marketability of products by advising on new technology, industry trends, etc. Position may research markets in foreign countries to determine import requirements, availability, domestic and international transportation rates and methods, and trends regarding growth directions and favorability of exchange rates. Work frequently requires consequential decisions and recommendations which result in legally binding contracts and substantial financial investments. Employees assist business owners, producers, and processors in meeting applicable federal and state regulations and requirements; improving marketability of products; following industry trends; and developing displays, tours and trade shows. Work may include other duties as assigned.

### Recruitment Standards

#### Knowledge, Skills, and Abilities:

- Considerable knowledge of marketing concepts and procedures, as well as basic sound business practices.
- Thorough knowledge of specific marketing/commodity area to which employee is assigned as well as the legal and regulatory aspects of the area 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 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.
- A foreign language skill may be required.

#### 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 four years of experience in the related field; 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.