

Class Concept

State Fair:

This is administrative and supervisory work assisting in directing the activities at the North Carolina State Fair complex on a year-round basis. There are two program areas: Facility Operations and Administration. In the area of Facility Operations, work involves planning and setting goals for facilities maintenance. This involves determining staffing priorities, equipment and supply needs, coordinating leasee's needs with Fair maintenance staff, repairs and renovations, budgeting, etc. In the area of Administration, work involves dealing with promoters, entertainers, exhibitors, and other individuals and groups to plan and schedule events utilizing Fair facilities, including contract negotiations. Work may include other duties as assigned.

Farmers Markets and Agricultural Centers:

This is administrative and supervisory work in directing a complex and diverse farmers market or Agricultural Center that includes outlets for retail, wholesale, shipping point and terminal market services. Employee serves as director of these facilities. Employee establishes sales, regulations, and policies necessary to ensure proper utilization of facilities; assesses and collects fees and rentals; and supervises other Market Personnel. Responsibilities also include collecting and disseminating information relating to supply, demand and prices of fresh produce sold on the market and promoting the use of the market and North Carolina agricultural commodities. Program may require employee to manage fiscal matters so as to maintain the market in a self-supporting basis. Work may include other duties as assigned.

Agricultural Program Marketing:

This is administrative and supervisory work in the planning and directing of a comprehensive marketing program (nationally and internationally) in the Marketing Division of the North Carolina Department of Agriculture and Consumer Services. Employee plans and directs the work of staff involved in programs designed to develop, strengthen, and promote the agricultural industry of North Carolina. Responsibilities include overseeing market development, service programs, and regulatory marketing activities. Work may include other duties as assigned.

Recruitment Standards

Knowledge, Skills, and Abilities

State Fair:

- Considerable knowledge of the principles and practices relating to agricultural fairs.
- Considerable knowledge of business administration and managerial principles.
- General knowledge of the industry of agriculture in North Carolina.
- Ability to analyze operational and administrative procedures and to design systems for increasing efficiency.
- Ability to plan, organize, and coordinate a variety of simultaneous activities and events.
- Ability to communicate effectively in oral and written form.
- Ability to establish and maintain effective working relationships with a wide range of individuals and groups.

Farmers Markets and Agricultural Centers:

- Thorough knowledge of the techniques and principles involved in production, processing, grading, packaging, and marketing of agricultural commodities.
- Thorough knowledge of the North Carolina agricultural commodities sold on the Market.
- Considerable knowledge of the principles of agricultural economics.
- Considerable knowledge of USDA grade standards for horticultural crops.
- Ability to organize and direct activities of a moderately complex to highly complex Farmers Markets/Agricultural Centers operations.

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

- Ability to plan long range and day-to-day work operations.
- Ability to train and supervise other workers.
- Ability to project supply, equipment and manpower needs.
- Ability to maintain accurate records.
- Ability to effectively communicate in oral and written form.
- Ability to establish and maintain effective working relationships with producers and processors of agricultural products, dealers, trade associations, and the general public.
- Ability to plan, organize and direct work operations.
- Ability to train and supervise subordinate workers.
- Ability to review and critique the work of others.

Agricultural Program Marketing:

- Considerable knowledge of the principles of agricultural economics.
- Knowledge of the principles involved in the production and marketing of livestock.
- Ability to analyze marketing situations and industry needs and to creatively formulate plans of work to meet these needs.
- 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 plan, organize and direct work operations.
- Ability to train and supervise subordinate workers.
- Ability to review and critique the work of others.

Minimum Education and Experience

State Fair:

Bachelor's degree in business administration, agriculture, marketing, or a related field from an appropriate accredited institution and four years of related work experience, including two years in a supervisory or managerial role; or an equivalent combination of education and experience.

Farmers Markets and Agricultural Centers:

Bachelor's degree in business administration, agriculture, marketing, horticultural science, crop science, or a related field from an appropriate accredited institution and four years of experience in agricultural marketing, including one year in a supervisory or managerial role in the planning, organizing, and directing of a facility or program, or an equivalent combination of training and experience.

Agricultural Program Marketing:

Bachelor's degree in marketing, business administration, crop science, animal science, horticulture, or a related agricultural curriculum from an appropriate accredited institution and four years of experience in agricultural marketing, including one year in a supervisory or managerial role; or an equivalent combination of training and experience.