

AGRICULTURAL MARKETING SPECIALIST

KIND OF WORK

Professional level work in the promotion of agricultural and related food products throughout market expansion and the improvement of marketing practices.

NATURE AND PURPOSE

An employee in this class performs a variety of duties to assist in improving methods of processing and marketing agricultural food products. Work consists of promotion work in marketing outlets and gathering and supplying information to producers, processors and consumers. This employee may consult with representatives of commodity groups to gather information. Work may also include gathering data pertaining to market trends, consumer habits, transportation, floor space, utilization, military, foreign and domestic procurement procedures, production practices, and similar problems. Detailed instructions are provided to this employee on any new or unusual projects and would obtain technical advice and consultation from a more experienced Agricultural Marketing Specialist.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Assists in explaining, developing and promoting effective marketing practices to agricultural commodity groups.

Meets with producers, processors, and distributors to gather information and promote improved marketing practices and programs.

Prepares bulletins, pamphlets and reports as well as press releases concerning the marketing of food products.

Develops and displays exhibits at fairs, food industry shows, and exhibitions.

Assists in research in marketing development projects by gathering and analyzing data pertaining to market conditions and trends, developing marketing promotion devices and publishing commodity production information.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Working knowledge of the principles and practices involved in the marketing of food products produced in Minnesota.

Working knowledge of the statutes and regulations governing certification and sale of seed potatoes.

Working knowledge of the sources of production for food products and the major marketing organizations.

Ability to:

Ability to work with other governmental agencies involved in educational marketing work and to work with community groups in stimulating the demand and use for food products.

Ability to establish and maintain effective public relations and to speak effectively in public.

Ability to plan promotional displays and exhibits.

Est.: 06/80
Rev.:

TC:
Former Title(s):