



AGRICULTURAL MARKETING SPECIALIST

SCOPE OF WORK:

Work involves promoting North Dakota agricultural products.

DUTIES PERFORMED AT ALL LEVELS:

- Plan, develop, implement, and maintain programs to promote North Dakota agricultural products to potential buyers and consumers both domestically and internationally.
- Gather, analyze, and disseminate information on agricultural products.
- Coordinate market research and development.
- Provide guidance, advice, and assistance to producers and buyers; provide education on various aspects of product marketing.
- Develop presentations and publications to promote agricultural products of North Dakota.
- Participate in local, regional, domestic, and international trade shows.
- Develop promotional materials such as brochures, newsletters, point of purchase materials, and radio and television advertisements.
- Communicate and serve as a liaison with North Dakota producers, state agencies, domestic and foreign buyers, and other outside organizations.
- Cultivate and maintain relationships with producers and distributors.
- Coordinate, plan, and prepare promotional activities and events.
- May supervise marketing interns, students, and volunteers.

NOTE: The duties listed are not intended to be all-inclusive. Duties assigned any individual employee are at the discretion of the appointing authority.

AGRICULTURAL MARKETING SPECIALIST I

6305

GRADE K

LEVEL DEFINITION:

Work at this level is performed under general supervision.

ADDITIONAL DUTIES PERFORMED AT THIS LEVEL:

- None

MINIMUM QUALIFICATIONS:

Requires a bachelor's degree in marketing, agricultural economics, or a closely related field, and two years of work experience promoting or marketing agricultural products.

AGRICULTURAL MARKETING SPECIALIST II

6306

GRADE L

LEVEL DEFINITION:

Work at this level is performed under limited supervision and, therefore, involves functioning at a higher level of independence in decision making.

ADDITIONAL DUTIES PERFORMED AT THIS LEVEL:

- Develop and implement strategies to expand the production, processing, and marketing of agricultural products in North Dakota.
- Assist economic development officials and value-added companies to identify and develop profitable opportunities for agricultural products.
- Prepare grant applications; monitor usage and report results.
- Develop and maintain a program budget.

MINIMUM QUALIFICATIONS:

Requires a bachelor's degree in marketing, agricultural economics, or a closely related field, and four years of work experience promoting or marketing agricultural products.

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Rev: 03/00 – Word processing conversion

Rev: 05/07 - Update format, duties, class evaluation, minimum qualifications, and scope of work.

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