

CLASS TITLE: AGRICULTURAL MARKETING SPECIALIST

(DEM)

Class Code: 02267200

Pay Grade: 24 A

EO Code: B

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: Within the Department of Environmental Management, in accordance with existing guideline and standards, to assist in coordinating, supervising and reviewing the activities of staff members engaged in implementing marketing and promotional programs with an agricultural focus; to ensure the enforcement of State and/or Federal laws and grade standards established for agricultural products; and to do work as required.

SUPERVISION RECEIVED: Works under the general supervision of a superior with considerable latitude for the exercise of initiative and independent judgement; work is reviewed through consultation and submitted reports for conformance to instructions, State and Federal laws and departmental rules and regulations.

SUPERVISION EXERCISED: Plans, organizes, coordinates, supervises, and reviews the work of subordinate, professional, inspection, clerical and other staff members as assigned.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

Within the Department of Environmental Management, as required and in accordance with existing guidelines and standards, to assist in coordinating, supervising and reviewing the activities of staff members engaged in implementing marketing and promotional programs with an agricultural focus.

To ensure the enforcement of State and/or Federal laws and grade standards established for agricultural products.

To provide for the orderly flow of wholesale, retail and crop market information to the general public.

To advise and work with agricultural organizations and consumer cooperatives in direct marketing programs.

To represent the department and participate in fairs, expositions and other agricultural promotional activities.

To prepare and distribute monthly, quarterly and annual reports of income, expenditures and usage of all programs assigned to the section and to evaluate these programs for cost effectiveness.

To coordinate and direct a staff engaged in field inspections at farms, wholesalers, distributors and retail outlets; to assure that such establishments conform to Federal and/or State laws relating to vegetables, poultry, shell eggs, commercial feeds, seeds, fertilizers and other agricultural products to verify that they are as represented.

To review advertising for lack of or misuse of grade terms.

To coordinate and direct a staff engaged in Federal/State programs through cooperative agreements with the United States Department of Agriculture in conjunction with dealers and chain store buyers, state institutions, school lunch programs, United States hospitals, military installations and others to insure the agricultural products are adhering to quality and grade as specified.

To coordinate and direct a staff participating in a Federal/State Consumer Protection Program with a fee bases being utilized by wholesalers and large chain stores.

To coordinate and direct a staff enforcing state laws related to registration, labeling, weight and marketing of commercial feeds, fertilizers, liming materials, soil amendments, agricultural and vegetable seeds; to verify proper registration and inspection fees; to have samples of these products collected for laboratory analysis and to publish annually circulars of companies registered and laboratory findings of guarantees.

To coordinate and direct a staff collecting, on a weekly basis, wholesale market information pertaining to the prices, quantities, grades and conditions of fruits and vegetables and to issue to the media the information.

To coordinate and direct a staff engaged in surveying, on a weekly basis, chain and independent markets and prepare a retail price report for consumer information. To advise and assist in organization of producers and consumer's cooperatives and buying associations and to participate in promotional activities designed to encourage the utilization of Rhode Island agricultural resources.

To coordinate and direct a staff in the biannual surveying of Rhode Island farms; to determine the amount of acreage and usage of land along with other general information; and to compile this information.

To utilize electronic equipment, computer software, automated databases and related technology and equipment in the performance of tasks.

As required, to act as resident grader in USDA Plants.

To review and evaluate reports of inspections and investigations containing findings, conclusions and corrective recommendations.

To reply to inquiries from the general public regarding agricultural activities.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS, AND CAPACITIES: A thorough knowledge of State/Federal laws relating to the marketing of agricultural products; a thorough knowledge of Federal and other state agricultural programs; a thorough knowledge of marketing grades and standards for agricultural products and their application, certification and enforcement; the ability to make speeches and public appearances in order to promote planned development programs; the ability to plan, organize and direct the activities of subordinates engaged in agricultural regulations enforcement work; the ability to prepare informative written communications and reports; the ability to deal with others in a tactful and courteous manner; the ability to comprehend and analyze data and other information; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: possession of a Bachelors Degree's in Agriculture or a related field with specialization in Agricultural Marketing, Agronomic, Animal Husbandry or related principles; and

Experience: Such as may have been gained through: employment in a responsible supervisory and administrative position in the field of food production and marketing.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Special Requirements: Within six (6) months of appointment, must obtain a valid Federal USDA license for grading and inspection of shell eggs, poultry, egg products and/or fresh fruit and vegetable inspection and must maintain such licensure as a condition of employment. Must possess and maintain a valid Motor Vehicle Operator's License issued by the State of Rhode Island.

Class Revised: October 31, 2004