

AGRICULTURAL MARKETING SPECIALIST, SENIOR

KIND OF WORK

Advanced professional work in the marketing of agricultural food products.

NATURE AND PURPOSE

Employees in this class have immediate responsibility for conducting intensive promotional programs to improve the marketing practices and develop expanded outlets for Minnesota food products. The programs are not limited to Minnesota and may include contacts with major marketing outlets throughout the country. They are responsible for gathering, analyzing and interpreting data and information gained from research and experimental work on the marketing of and consumer demand for food products. Considerable emphasis is also placed on the dissemination of promotional material through all publicity media. Special assignments and general supervision are received from the Marketing Services Director and work is reviewed in conferences with him.

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

Contacts, advises and cooperates with producers and producer groups in promoting improved marketing practices and in developing expanded outlets for their products.

Gathers, consolidates and analyzes research and experimental data from various sources relating to consumer demand, new use and sales of food products.

Interprets available information and develops improvements in marketing practices and techniques.

Contacts wholesalers and large retail organizations to promote the sale of Minnesota food products.

Calls on leading wholesale dealers; furnishes them with information about Minnesota seed potatoes; and, assists them in securing sources of supply.

Cooperates with potato certification personnel in supplying information to growers and dealers.

Gives talks before various groups to acquaint them with marketing and promotional developments.

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 exhibitors.

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

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

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

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

Ability to:

Ability to analyze and interpret economic, trade and technical data and material from departmental research projects and to apply valid conclusions toward formulating an improved marketing program.

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.: 06/54  
Rev.: 4/30/80

TC: 01/59, 06/80  
Former Title(s):  
Potato Marketing Specialist  
Agricultural Marketing Specialist