

DRAFT

AGRICULTURAL ECONOMIC DEVELOPMENT POSITION DESCRIPTION

5.22.01

other titles in use: Agriculture and Farmland Protection Specialist (Monroe), Agricultural Development Specialist (Greene and Otsego), Agricultural Economic Specialist (Sullivan), Agricultural Economic Development Project Supervisor (Oneida), Agricultural Coordinator (Jefferson)

General Responsibilities:

Responsible for promoting and developing programs that will enhance the productivity, economic vitality and sustainability of the agriculture and food systems industry; counseling landowners and farmers pm agricultural marketing and business development issues; conducting research relevant to the advancement of the industry; maintaining statistical data; and advocating for agricultural policy (if non-CCE position). The primary audience for educational programming will include existing production agriculture and agricultural support services, new and developing production, processing and agribusiness ventures, agricultural tourism efforts, and..... Work with individuals and organizations to enhance the viability of local agriculture through product diversification, direct marketing, promotion of local product labels, and value-added opportunities by linking with available expertise. Provide leadership for the development of local farmers markets and promotion of county agriculture resources.

Program Development and Implementation

- Provide leadership for the implementation of an existing county farmland protection plan in cooperation with the agricultural and farmland protection board (AFPB) and other key agencies and organizations.
- Conduct market and other relevant research, and feasibility studies. Develop data bases and maintain statistical data.
- Work collaboratively with Farm Bureau, Planning Department, local development corporation and/or Industrial Development Agency, tourism agency, Soil and Water Conservation, Cornell and others to develop a strategy for agricultural-based economic development.
- Working in collaboration with appropriate agencies and financial institutions, educate clientele about resources for financial and business management services available to support new agricultural and food systems ventures.
- Link industry needs with available expertise at Cornell University, NYS Department of Agriculture and Markets, or other resources, and to apply expert information to local situations.
- Connect with local media in order to educate citizens about the economic and environmental advantages of buying locally grown products to consumers, restaurant and hotel owners, schools and other institutions.

- Contribute to existing ag-based publications and marketing efforts within the county or region on a regular basis.
- Participate in ag-based association meetings on a regular basis. Serve as a resource to the agriculture community by responding to requests from clientele.

Program Evaluation

Include plans for effective evaluation in the program development phase. Annual plan of work will reflect plans for more in-depth evaluation of at least one program initiative that can be marketed to decision makers and build support for extension program efforts in agricultural economic vitality.

Resource Development

Seek grants and contracts to support the goals and objectives of the program. *The long-term viability of this position will be partially contingent on the employee's ability to generate outside funding to support program objectives and magnify impact in the community.* (This appears to be the case with all our current positions, except perhaps the Jefferson county position at least for 5 years I think it is.)

Professional Development and Training

Participate in regular and required program orientation and in-service training appropriate to the position responsibilities.

Education and Experience Required

A minimum of three years experience in a relevant field is required. A Bachelors degree in agricultural economics, marketing, public policy or a closely related field is a requirement for this position. A Masters degree in agricultural economics, adult education, finance, administration, or related field is strongly desired for this position.

Knowledge, Skills, and Abilities

- A minimum of three years experience in the public or private sectors of the agriculture industry.
- A strong background in agriculture business management and marketing systems.
- Experience and knowledge of the challenges facing agriculture in New York State.
- Ability to plan and manage projects and programs.
- Capacity to link industry needs with available expertise, and to apply expert information to local situations.
- Understand and manage strategic planning process.
- Demonstrated ability to successfully market programs.
- Excellent written and verbal communication skills.

- Computer skills in word processing, spreadsheets and database management.
- Demonstrated ability to secure and administer grants, contracts and agribusiness loan programs.
- Ability to work effectively with a variety of groups and individuals, and establish and maintain networks.
- A commitment and passion for agricultural community economic development.
- An entrepreneur mentality/spirit. (This is a line from an MI position description!)

Special Requirements

- ✓ willingness to work a flexible schedule, including weekend and evening commitments.
- ✓ must have a source of transportation to meet job requirements.

Reporting Relationships

This position will receive administrative supervision from the ????. Input on program development will be provided by supervisors, the Program Advisory Committee, Cornell University, and ????

FYI: Salary range from what I can glean is between a low of \$30,000 in Otsego and a high of \$41,300 in Monroe when it was first advertised in December '99. It was recently re-advertised and I don't know if salary remained the same. I hear that the Jefferson position pays about \$50,000, but that is unconfirmed.