



MDAC-MARKETING DEVELOPMENT PROGRAM SPECIALIST

Characteristics of Work

This is specialized work in the development and promotion of Mississippi's agricultural products. The duties include maintaining liaison with agricultural growers, contacting businesses to identify potential markets for agricultural products, coordinating meetings involving buyers and sellers of agricultural products for promotional purposes and counseling with industry developers. General supervision is received from an administrative superior.

Examples of Work

Examples of work performed in this classification include, but are not limited to, the following:

Coordinates promotional efforts for the agricultural industry on local, national, and international levels.

Develops marketing strategies to facilitate efficient and cost effective promotion of the vast agricultural products.

Prepares the advertising budget for various agricultural products.

Counsels with growers and businesses to identify markets for agricultural products.

Arranges meetings between buyers and sellers of agricultural products.

Projects the demand for supply of the various grown and manufactured agricultural products.

Performs related or similar duties as required or assigned.

Essential Functions

The essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring agency.

1. Represents and promotes Mississippi agriculture at various functions (both in-state and out of state) to enhance, educate, and promote Mississippi's agricultural products.
2. Serves as liaison and counselor for the Mississippi Department of Agriculture and Commerce.

Minimum Qualifications

These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to the State Personnel Board in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Moderate Work: May frequently exert force equivalent to lifting up to approximately 25 pounds and/or occasionally exert force equivalent to lifting up to approximately 50 pounds.

Vision: Requires the ability to perceive the nature of objects by the eye.

Near Acuity: Clarity of vision at 20 inches or less.

Midrange: Clarity of vision at distances of more than 20 inches and less than 20 feet.

Far Acuity: Clarity of vision at 20 feet or more.

Field of Vision: Ability to observe an area up or down, left or right while eyes are fixed on a given point.

Depth Perception: Three-dimensional vision. Ability to judge distance and space relationships so as to see objects where and as they actually are.

Accommodation: Ability to adjust focus.

Color Vision: Ability to identify colors.

Speaking/Hearing: Ability to give and receive information through speaking and listening skills.

Motor Coordination:

While performing the duties of this job, the incumbent is regularly required to sit; use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms. The incumbent is frequently required to stand and walk. The incumbent is occasionally required to climb or balance; and stoop, kneel, crouch, or bend.

Experience/Educational Requirements:

Education:

A Master's Degree from an accredited four-year college or university in journalism, advertising, marketing, business or public administration, agriculture, forestry, education, economics, finance, banking, political science, international trade or international management;

AND

Experience:

Two (2) years of experience in agriculture, journalism, sales, marketing, business or public administration, economic development, promotional advertising, banking and finance, or in a trade development and promotional program;

OR

Education:

A Bachelor's Degree from an accredited four-year college or university in journalism, advertising, marketing, business or public administration, agriculture, forestry, education, economics, finance, banking, political science, international trade or international management;

AND

Experience:

Three (3) years of experience in agriculture, journalism, sales, marketing, business or public administration, economic development, promotional advertising, banking and finance, or in a trade development and promotional program;

OR

Education:

Graduation from a standard four-year high school or equivalent (GED);

AND

Experience:

Seven (7) years of experience in agriculture, journalism, sales, marketing, business or public administration, economic development, promotional advertising, banking and finance, or in a trade development and promotional program.

Substitution Statement

Above graduation from a standard four-year high school or equivalent (GED), directly related education and directly related experience may be substituted on an equal basis.

Interview Requirements

Any candidate who is called to an agency for an interview must notify the interviewing agency in writing of any reasonable accommodation needed prior to the date of the interview.