

STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION

AGRICULTURAL MARKETING CONSULTANT
CLASSIFICATION SERIES

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Adm. Code, for making classification decisions relative to present and future positions which perform market research, development, and promotion of agricultural commodities and industries. This classification is not intended to identify every duty which may be assigned to positions, but is designed to serve as a framework for classification decision-making in this occupational area.

Classification decisions must be based on the "best fit" of the duties within the existing classification structure. The "best fit" is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definitions of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

Positions in this classification series conduct market research, development, and promotion for agricultural commodities and industries. The scope of market development programs may be local, national, regional, international, or a combination thereof, based upon work unit needs.

C. Exclusions

Excluded from this classification series are the following types of positions:

1. "Management" and "supervisor" positions as defined in s. 111.81(13) and (19), Wis. Stats., and as administered and interpreted by the Wisconsin Employment Relations Commission.
2. Positions which spend the majority of the time performing economic analysis duties and are more appropriately classified as Economist.
3. Positions which spend the majority of time performing duties which are more appropriately classified as Economic Development Consultant.
4. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Series

Employees enter this classification series by competitive examination. Progression to the senior level will occur through reclassification. Progression to the advanced level will occur through some form of competitive examination.

II. DEFINITIONS

AGRICULTURAL MARKETING CONSULTANT

Positions work under close progressing to limited supervision. Agricultural marketing principles and practices have been learned prior to entrance into this classification series. The emphasis is in developing skills in working with and/or understanding the program, state systems, user group(s) and the mechanics of the program; and developing an understanding and applying the statutes, rules, regulations, administrative code and standards required in the program area. Initial work assignments are well defined and short term in duration. Over time the work assignments become long term or short term with the employee expected to exercise independent judgment in determining specifics and priorities, as the objectives are progressively less clear. The positions may be in contact with outside entities and may have assignments which cross program lines depending on where the individual employee's performance level is determined. The supervisor reviews the work to determine the completeness or accuracy and adherence to policy.

AGRICULTURAL MARKETING CONSULTANT-SENIOR

Positions allocated to this level function under general supervision. Work is directed by management but completed independently. These positions work to promote efficient systems for the distribution and marketing of agricultural products, and to develop, enhance, and/or implement targeted market development and promotional programs for an existing program area that help Wisconsin sellers to develop and expand their market shares. Much time and skill is needed working one-on-one with clients and bringing organizations together, building consensus for cooperative action.

In addition to the duties at the lower level, examples of work include: coordinate programs and services with other internal agency staff and division partners; conduct market development activities, such as marketing seminars and trade conferences, which includes completing needs assessment, organizing and executing plan; lead or assist in the execution of grant funded projects; act as liaison to industry representatives in relation to assigned portfolio area and provide guidance and information on aspects of trade and marketing such as financing, transportation, quality, and availability; compile and analyze data on production and market trends, marketing methods, and market promotion programs to justify direction of assigned program.

Work is focused on the execution of market research, development and promotional activities.

Representative Positions:

DATCP, Division of Agricultural Development – WI Specialty and Artisan Dairy Initiatives

Assist dairy producers and processors of Wisconsin in their market and business development efforts to add value to Wisconsin's milk supply. The primary responsibilities include identifying and targeting markets for clients' new and existing dairy products and developing promotional programs that will help expand their market share. Specific outreach and market development efforts may include on-site (farm or industry) field days, educational seminars, and individual and group marketing events. The position will also provide assistance to the other focus areas of the Value Added Dairy Initiative. The position will work with both DATCP staff and other public and private agencies that lead efforts to grow Wisconsin's milk supply and develop efficiencies in the value chain. This position takes the lead in developing ideas for alternative

income streams and marketing approaches to enable family dairy farms to strengthen their long-term viability.

DATCP, Division of Agricultural Development – Value Added Dairy Initiative and Dairy/Livestock Sectors; Alice in Dairyland Program

Under general supervision, provide diverse planning, consulting, marketing, research and outreach activities to promote Wisconsin's agricultural businesses or products and to positively impact state economic growth. This position carries out these duties in two program areas: Value Added Dairy Initiative and Alice in Dairyland. In these program areas responsibilities include preparing written monthly, quarterly, and annual reports identifying the status and results of program efforts for assigned areas. This position communicates directly, both orally and in writing, with industry, farmers, and others in all program areas; recommends program changes to improve cost effectiveness and efficiency; and serves as resource or industry contact person for assigned program portfolio.

AGRICULTURAL MARKETING CONSULTANT- ADVANCED

Positions allocated to this level function under general supervision and are given a high level of autonomy for decision making. Work is completed independently with little direction from management. Positions recommend, develop and manage new program initiatives from funds attainment through to program evaluation; these functions require much skill in analyzing economic, investment, and business factors to develop an effective marketing strategy. The work is highly visible and staff work directly with executive management from private industry, association directors, and/or US and foreign government officials in planning, directing, and implementing very diverse and complex agricultural marketing programs. Positions plan and execute educational and promotional events, many of which are high profile and directly impact a statewide initiative or broad based program.

In addition to the work performed at the Senior level, positions at the Advanced level spend a significant amount of time performing more complex functions related to economic development work, although this is not a majority of time. Work encompasses the entire marketing process such as strategic planning, including the presentation of new programs and comprehensive strategies to management staff; seeking funding (e.g., grant research and fund acquisition) or investment in WI economic growth; market analysis and/or entry (e.g., facilitating buyer/seller connections such as a WI supplier to a foreign/domestic buyer; evaluation of market conditions, laws, regulations, etc.); production or price point analysis; and analysis of food systems, distribution and/or packaging issues.

Actual product promotion, while important, is secondary regarding the role of the position.

Representative Positions:

DATCP, Division of Agricultural Development – International Markets:

Under general direction, provide complex and diverse planning, consulting, economic development, marketing and research activities to promote Wisconsin's agricultural economic growth through expanded international trade. Conduct market analysis and research to evaluate export potential for commodities and analyze trade policies, agreements and other issues related to international trade. Assist the Division Administrator in the strategic planning and implementation for the state's global development and marketing program (e.g., facilitate the exchange of information between various Wisconsin agricultural industry organizations and international markets; providing technical consultation to a variety of Wisconsin agribusinesses, commodity group representatives, government official, etc.; conduct international buyer missions, etc.) As an expert and program leader, provide training and educational presentations related to Wisconsin's international market activities (e.g., market conditions, laws regarding the international exchange and movement of agricultural goods and services, etc.). This position further plays an important

role increasing interest and developing foreign investment in Wisconsin for the promotion of economic growth. This includes negotiating trade agreements, consulting on business opportunities and the availability of financial assistance, and linking foreign buyers with Wisconsin suppliers.

DATCP, Division of Agricultural Development – Market Wisconsin:

This position manages the strategic planning for the Market Wisconsin program and related efforts to increase the sale of Wisconsin grown or produced agricultural products. This work includes analyzing local food systems and industry needs, using economic modeling practices, and recommending new programs. In addition, the position develops and manages new program initiatives from funds attainment through to program evaluation. The position maintains an emphasis in market promotion to develop, expand and enhance marketing, distribution and processing networks between consumers, food producers, distributors, retailers, public institutions, etc. Work also includes assessment of packaging, transportation, distribution systems and promotional efforts to bring greater returns to the producer or industry.

This position plans and executes educational and promotional events, many of which are high profile events that directly impact a statewide initiative or broad based program. The position also serves as liaison for with agricultural industry associations and buyers of Wisconsin products, coordinates outreach programs and communication services, and provides support to other division program areas as needed.

III. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

III. ADMINISTRATIVE INFORMATION

This classification series was created effective October 12, 1997 and announced in Bulletin CC/SC-74 to describe positions which perform agricultural marketing consulting for the Department of Agriculture, Trade and Consumer Protection. The creation of this classification series resulted from the Governor's Human Resource Reform Commission recommendation to simplify the classification system. This action resulted in the abolishment of the Agriculture Marketing Consultant classification series (class codes 71201 through 71206).

This classification series was modified effective November 9, 2008 and announced in Bulletin OSER-0231-MRS/SC to reflect programmatic changes and to better articulate distinctions in work between the Senior and Advanced levels; the international work factor was eliminated as the primary criteria for placement of a position at the Advanced level. In addition, the restriction of use by the Department of Agriculture, Trade & Consumer Protection was eliminated, allowing other agencies the ability to use the class specification as appropriate.

CAJ
LMH/PLW
71261