

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES  
CLASS SPECIFICATION

AGRICULTURAL MARKETING GENERALIST

POSITION CODE: 00805  
Effective: 2-1-83

DISTINGUISHING FEATURES OF WORK:

Under direction, performs a variety of professional marketing tasks associated with the development of marketing programs and the reporting and analyzing of market news, all designed to prepare the generalist for a more concentrated and specific marketing area as dictated by agency needs; researches market data, legislation and statutes impacting Illinois agriculture.

Positions at this level will not typically be responsible for: 1) developing and coordinating new marketing programs established through legislative acts, 2) grading and weighing livestock sold on futures, 3) independently preparing, analyzing and disseminating market news reports, or 4) organizing and coordinating out-of-state marketing programs. Such work is described in the Agricultural Marketing Representative and Agricultural Marketing Reporter classes.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Works with a market reporter in analyzing market data, e.g., price quotes, grades, weights and in the preparing of the market news reports; contacts order buyers, commission firms, barge lines, etc., to gather the market data, and verifies the information with that obtained by the market reporter; disseminates information pertaining to agricultural commodities.
2. Works with market representatives in coordinating and setting up product evaluations for Illinois agricultural companies; discusses product with consumers, administers market questionnaires, and tabulates survey results.
3. Researches new and/or existing legislation impacting Illinois agriculture; researches, for commodity groups, the procedural requirements necessary for changing and/or creating legislation; gathers and compiles statistics and other market information used in brochures and pamphlets; responds to requests for market information generated through written correspondence.

## AGRICULTURAL MARKETING GENERALIST (Continued)

4. Performs various assistive duties in coordinating marketing programs, e.g., designing display areas, compiling recruitment lists of buyers and distributors, discussing products with consumers, and scheduling agricultural events.
5. Assists with the check-off programs enacted through legislation; during referendums, makes sure all eligible votes have ballots; tabulates voting results.
6. Contacts Illinois agricultural companies to explain the services offered by the department; hosts foreign groups by providing tours of Illinois farms and historical sites, and explaining general information about Illinois agriculture.
7. Performs other duties as required or assigned which are reasonably within the scope of the duties enumerated above.

### DESIRABLE REQUIREMENTS:

#### Education and Experience

Requires knowledge, skill and mental development equivalent to the completion of four years of college with coursework in marketing, economics, agriculture or public relations.

Requires six months of professional experience in sales, market research, product promotion, or related agricultural endeavors.

#### Knowledges, Skills and Abilities

Requires working knowledge of Illinois agricultural products.

Requires working knowledge of the marketing services provided by the department to Illinois agricultural businesses.

Requires working knowledge of the procedures for determining local market conditions and prices.

Requires working knowledge of agricultural production, and marketing fundamentals and practices.

Requires ability to collect and communicate market news information.

Requires ability to assist in coordinating food and/or equipment promotional programs.

Requires ability to gather, collate and tabulate product evaluations, market news and other information into meaningful source documentation.

Requires ability to research legislation, statutes and other agricultural data, and prepare written analysis of findings.

Requires ability to communicate effectively, in oral and written form.