

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES  
CLASS SPECIFICATION

AGRICULTURAL MARKETING REPRESENTATIVE

POSITION CODE: 00810

Effective: 8-1-90

DISTINGUISHING FEATURES OF WORK:

Under general direction, functions as a specialist in marketing and promoting Illinois raw and value added food and agricultural commodities; develops, coordinates and administers marketing and promotional programs; develops and administers marketing surveys to determine and meet the needs of Illinois food and agricultural entities; encourages the participation of farm cooperatives in planning for the future expansion of markets for farm products; cooperates with other staff in developing comprehensive marketing programs which will be of mutual benefit to various commodity groups in the State; conducts a continuous program of public relations, promotion and publicity in behalf of Illinois raw and value added food and agricultural commodities; serves in an advisory capacity on various agricultural boards and committees.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Contacts, recruits and works with Illinois agricultural companies in an effort to provide them with market research information; designs, in conjunction with the participating company, and administers marketing surveys; tabulates and evaluates survey findings, and notifies the company of the results.
2. Assists agricultural commodity groups in developing legislation for new commodity check-off programs; provides reference and research information to legislative committees; explains marketing acts; works with agricultural committees to develop the market program; promotes compliance with regulatory provisions of the marketing acts.
3. Works with Illinois farm organizations and agricultural commodity groups in developing and improving methods of promoting Illinois Agriculture; acts to encourage the participation of farm cooperatives in plans for the future expansion of markets for farm products; provides technical assistance to industry and market groups on recent developments, research and legislation effecting the marketing of agricultural commodities.
4. Coordinates and manages farm equipment expositions and exhibits; contacts agricultural businesses encouraging their participation and interest in promotions; determines the specific layout of the exhibit area based upon the exhibitor's needs and specifications, e.g., equipment size and electricity; aids exhibitors in setting up displays.
5. Coordinates food product programs designed to promote the sale and use of Illinois food and agricultural commodities; consults with participating companies to understand the specific characteristics of the food products to be marketed, and how each should be displayed and prepared; determines the population, e.g., distributors and institutional buyers, to be invited to each food show; plans and makes site arrangements, e.g., motel and/or hotel accommodations, number of rooms needed and kitchen provisions; develops and prepares new and expanded recipes using Illinois food products.

## AGRICULTURAL MARKETING REPRESENTATIVE (Continued)

6. Serves on various advisory committees; represents the department at meetings, workshops and conferences explaining, developing and promoting effective marketing practices, and in organizing and advising agricultural commodity groups; provides field representation for companies participating in domestic and export shows, promotions and programs.
7. Prepares various types of promotional and informative materials, and formulates other advertising methods and devices to create an interest in Illinois food and agricultural products; maintains contacts with the press to obtain the maximum amount of public service advertising; updates statistical data relative to how Illinois ranks with other states in the production of various food and agricultural commodities.
8. May direct market generalists in coordinating marketing programs; may report market news information when requested.
9. 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 or public relations.

Requires eighteen months of professional experience in the marketing and/or reporting of food and agricultural products, e.g., as an Agricultural Marketing Generalist.

#### Knowledges, Skills and Abilities

Requires thorough knowledge of the principles and practices involved in promotions and marketing Illinois food and agricultural products.

Requires thorough knowledge of the techniques employed in organizing agricultural seminars, workshops and informational programs designed to attract consumer and commodity group participation.

Requires thorough knowledge of the problems arising from the marketing of food and agricultural products.

Requires extensive knowledge of product marketing techniques, including promotion and advertising and their application to programs designed to expand the market for agricultural products.

Requires extensive knowledge of, and skill in formulating advertising and public relations programs which will contribute to the orderly marketing of specific farm products.

Requires ability to prepare agriculturally related promotional and informative materials, and to formulate other advertising methods and devices designed to create an interest in Illinois farm food and products.

Requires ability to organize and conduct promotional and public relations activities that highlight Illinois agriculture.

Requires ability to plan, conduct and participate in meetings and conferences concerned with the promotion and marketing of Illinois food and farm products.

Requires ability to research Illinois food and agricultural products, related legislation and statutes, and prepare written analyses of findings.

Requires ability to communicate effectively when explaining, developing and promoting effective marketing practices to individuals and agricultural commodity groups.