

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES  
CLASS SPECIFICATION

AGRICULTURAL PRODUCTS PROMOTER

POSITION CODE: 00815  
Effective: 11-1-74

DISTINGUISHING FEATURES OF WORK:

Under general direction, performs various specialized professional work related to the promotion of Illinois Agricultural products; contacts and works with agri-businesses to participate in Illinois Agricultural Products Program; promotes, displays, and serves Illinois food products.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Responsible for booking, arranging and coordinating promotional display units at shopping centers, food stores, conventions, and meetings.
2. Responsible for contacting agri-businesses to participate in Illinois Agricultural Products Program.
3. Responsible for preparing and serving Illinois food products for sampling at food stores, shopping centers, meetings and conventions.
4. Design, plan, and assist in constructing display units for fairs, conventions, and conferences.
5. Provide liaison duties with commodity groups and supermarket chains to promote specific products at specific events.
6. Contact food brokers to work out details on "specials" in advertisement and sale of food products.
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 completion of two years of college, with courses in business administration, advertisement or related field.

Requires two years professional experience in food promotion or related field.

Knowledges, Skills and Abilities

Requires thorough knowledge of Illinois agriculture products.

Requires thorough knowledge of modern methods and equipment used in food preparations and service for promotion and display.

Requires working knowledge of methods and techniques used in the promotion of food products.

Requires ability to coordinate a large food promotion program.

Requires ability to prepare and arrange food displays.

Requires ability to confer with commodity groups and businessmen.

Requires ability to supervise clerical and maintenance staff.