

Iowa Department of Administrative Services – Human Resources Enterprise  
Job Classification Description

## Agriculture Marketing Specialist

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### Definition

Under general supervision, performs market development, research, planning, and promotional activities in support of Iowa agricultural commodities; performs related work as required.

*The work examples and competencies listed below are for illustrative purposes only and not intended to be the primary basis for position classification decisions.*

### Work Examples

Promotes agricultural commodities, marketing systems (such as electronic marketing and farmers market programs) and awareness by preparing news releases, brochures, or other written materials and conducting oral presentations, workshops, educational seminars, or tours.

Conducts market research and associated studies about market projections, trends, and conditions relative to prices and other market factors in order to determine market potentials and improve marketing prospects for agricultural commodities (including grain crops, livestock, fruits, vegetables, etc.).

Attends meetings and conferences of various commodity and farm organizations in order to stay abreast of marketing trends and techniques and to consult with organization members.

Reports livestock auction market prices and cash grain values in order to keep the public informed by utilizing the USDA leased wire service, news media, and telephone recordings.

Provides technical assistance and advice to farm organizations, commodity groups, growers, buyers, and others in order to develop program operations or resolve problems associated with farmers market programs, electronic marketing, or grain and livestock marketing systems.

Researches and assembles data in order to support planning, organizing, and development activities associated with new or existing marketing systems.

Recommends or assists in preparing policies and procedures related to agricultural marketing programs.

Responds to questions or inquiries concerning marketing information or programs through written correspondence or personal contacts.

### Competencies Required

Knowledge:

- Customer Service – Principles and processes for providing customer services, including customer needs assessment, meeting quality standards for services, and evaluating customer satisfaction.
- Law and Government – Laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
- English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

- Economics and Accounting – Economic and accounting principles and practices, the financial markets, agricultural commodity futures markets, banking and the analysis and reporting of financial data.
- Communications and Media – Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

**Abilities:**

- Law and Government – Understand and adhere to applicable laws, legal codes, administrative rules, and regulations.
- Written Expression – Communicate information and ideas in writing so others will understand.
- Oral Comprehension – Understand information and ideas presented through spoken words and sentences.
- Oral Expression – Communicate information and ideas in speaking so others will understand.
- Speech Clarity – Speak clearly so others can understand.
- Speech Recognition – Identify and understand the speech of another person.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense.

**Skills:**

- Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Speaking – Talking to others to convey information effectively.
- Writing – Communicating effectively in writing as appropriate for the needs of the audience.
- Active Learning – Understanding the implications of new information for both current and future problem-solving and decision-making.

**Minimum Qualification Requirements**

Applicants must meet at least one of the following minimum requirements to qualify for positions in this job classification:

- 1) Six years of full-time work experience in farm management, livestock production and sales, livestock reporting, grain elevator sales, agricultural commodity brokerage, or in promotions or marketing work associated with agricultural commodities or products.
- 2) All of the following (a and b):
  - a. A total of four years of education and full-time experience (as described in number one), where thirty semester hours of accredited college or university course work in marketing, economics, business administration, statistics, agronomy, horticulture, or animal science equals one year of full-time experience; and
  - b. A total of two years of graduate-level education and full-time experience (as described in number one), where twenty-four semester hours of accredited graduate college or university course work in marketing, economics, business administration, statistics, agronomy, horticulture, or animal science equals one year of full-time experience.

- 3) Current, continuous experience in the state executive branch that includes eighteen months of full-time work as a Livestock Marketing Specialist or other position involving collecting, compiling, and disseminating agricultural market data.

**Notes**

Travel may be required for positions in this class. Employees must arrange transportation to and from assigned work areas.

Within a period of time after hire, as determined by the appointing authority, employees in this class may be required to complete the Market News Reporter Training sponsored by the USDA Market News Service.

*Effective date: 10/19 KF*