

- POSITION X1834**      **Extension Specialist, Value-Added Agriculture Marketing**
- LOCATION:**              **Center for Profitable Agriculture, Institute of Agriculture, The University of Tennessee, 850 Lion Parkway, Columbia, TN**
- EFFECTIVE DATE:**      **Screening of applicants' credentials will begin October 15, 2018 and will continue until the position is filled.**

### **SALARY AND BENEFITS**

Salary is commensurate with training and experience. Benefits include group hospitalization and life insurance, State Employees Retirement; Workers' Compensation; sick and annual leave; numerous University of Tennessee and state benefits programs, including liberal time off for holidays and longevity pay after three years of service; reimbursement for official travel.

### **JOB DESCRIPTION**

The Center for Profitable Agriculture is a department within the University of Tennessee Extension and a partnership with the Tennessee Farm Bureau Federation. The Center staff work to help farmers analyze and develop value-added agriculture enterprises. To achieve this mission, the Marketing Specialist will:

- Develop a statewide Extension educational program based on marketing fundamentals in support of value-added agriculture enterprise development.
- Plan, develop, implement, evaluate and report value-added educational programs with a focus on the marketing needs of clientele.
- Provide leadership for market analysis and development in various value-added agriculture program and project areas.
- Provide leadership in the development of Extension educational programs and participate in educational programs in various functions such as planning team member, coordinator, speaker, moderator, etc.
- Provide training in value-added enterprise development for Extension agents and Extension Specialists.
- Secure external funding for programs through grants, contracts, gifts and/or fees.
- Evaluate and report inputs, outcomes, impacts and accomplishments.
- Provide leadership for a program of activities that meets the needs of all eligible clientele regardless of race, color, national origin, sex, age, disability, religion or veteran status.

Assume other duties as assigned.

### **RESPONSIBILITIES**

- Develop effective teaching tools such as publications, fact sheets, presentations, worksheets, web-based tools and other creative tools to enhance the delivery and understanding of information on value-added marketing and market development.

All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 McRose Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.

- Conduct market analysis, develop marketing plans, assist in development of marketing materials and evaluate marketing strategies for value-added agriculture product ideas and enterprises submitted to the Center by farmers and agri-entrepreneurs.
- Work closely with other members of the Center as well as program partners in the Tennessee Department of Agriculture and the Tennessee Farm Bureau Federation.
- Contribute to and build partnerships inside and outside the department and organization.
- Support, strengthen and participate in county-based Extension programs.
- Participate in professional development opportunities.

## QUALIFICATIONS

### Required:

- Master's degree in Agricultural Economics, Economics, Marketing or Business Administration. A Master's Degree in a closely related field will be considered with the addition of at least 3 years work experience in value-added agriculture, direct marketing or/ or agritourism which demonstrates promise in Extension responsibilities.
- Have a demonstrated knowledge of marketing fundamentals.
- Participate in overnight travel and work beyond the normal work schedule including some evenings and weekends.
- Be able to apply sound judgement and represent the University positively.
- Be able to work independently and in teams.
- Be able to communicate in English (verbally and in writing).
- Be proficient with computer applications such as Microsoft Office (Word, Excel, PowerPoint, Outlook), Internet (Web, e-mail), etc.
- Be well organized with an ability to plan ahead and be able to manage and prioritize responsibilities for multiple projects.
- Have a valid U.S. driver's license and a safe driving record at the time of application.

### Preferred/Desired:

- Experience in or strong understanding of conducting marketing analysis studies and developing, implementing and evaluating marketing plans.
- Experience in or strong understanding of value-added agriculture enterprise analysis, development and operation.
- Knowledge of and experience with using common social media applications such as Facebook, Instagram and Twitter for marketing purposes.
- Ability to develop and implement proactive educational programs.
- Ability to assess and respond to program needs of clients.

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- Experience and ability to work individually or provide leadership to multidisciplinary teams as well as abilities to work and serve as an effective member of program teams.
- Experience in grant proposal writing and development.
- Knowledge of agricultural Extension programs and the land-grant mission.
- Bachelor's degree in an agricultural field or significant knowledge of the agricultural industry.
- Doctoral degree in agricultural economics, economics, marketing, business administration or closely related field welcome.

**TO APPLY:**

- Complete online application by clicking the link: [External Applicants](#) [Internal Applicants](#)
- Attach to the online application:
  1. Letter of interest
  2. Resume or curriculum vitae
  3. Official or unofficial transcripts showing degree(s) conferred
  4. List of references
  5. Writing sample (abstract, paper, magazine article, thesis executive summary, etc.)

A background check and an official transcript are required prior to hiring.

For additional information, please contact the search committee chair:

Megan Bruch Leffew  
Center for Profitable Agriculture  
850 Lion Parkway  
Columbia, TN 38401  
(931) 486-2777  
[mleffew@utk.edu](mailto:mleffew@utk.edu)  
<https://ag.tennessee.edu/cpa>

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