

**CORNELL COOPERATIVE EXTENSION ASSOCIATION OF ST. LAWRENCE COUNTY
STAFF POSITION DESCRIPTION**

Current Incumbent: Open Position

Date Written/Revised: 05-17-2018

CCE Classification Job Title: Association Program Coordinator II

Position #: TBD

Working Title (if different): Local Foods Marketing Coordinator

FTE: 50%

Reason: New Position Revision

FLSA: Exempt Non-Exempt

REPORTING RELATIONSHIP(S):

Immediate Supervisor's Name and Classification Job Title: Maria Filippi, Association Program Leader I

Position(s) Supervised / Direct Reports *(The following positions report directly to this incumbent. Please use classification titles.)* This position incumbent has no supervisory responsibilities/direct reports.

Volunteer Supervision: Yes, No *(If the answer is Yes, please indicate number of volunteers supervised.)*

POSITION SUMMARY:

Explain the purpose for the position and summarize the responsibilities.

This position will serve as the Local Foods Marketing Coordinator for Cornell Cooperative Extension Association of St. Lawrence County and will provide program coordination and support for the agriculture, local foods and Harvest Kitchen programs. This position will organize and coordinate activities and events relating to the promotion of direct market agriculture in St. Lawrence County and will provide administrative assistance in support of assigned agriculture programming efforts. This position will coordinate the development of a detailed map-able database of the Agriculture producers and direct market outlets in St. Lawrence County. This position will assist with the creation of a portfolio of St. Lawrence County direct market producers and coordinate marketing materials including a photo library of high-quality images of farms and farmers. This position will assist in data collection and database entry. This position will assist in the preparation of reports, presentations and any outreach materials to support identified projects. This position will conduct direct programming via social media efforts and will write, design/layout program flyers, newsletters, articles, etc. This position will serve as an accessible resource to program staff and volunteers as appropriate, and will utilize existing program resources and materials in program work. This position will assist in delivering and evaluating other agriculture educational programs as defined.

REQUIRED QUALIFICATIONS:

Specify required minimum equivalency for education, experience, skills, information systems knowledge, etc.

- Bachelor's Degree or equivalent education (Associate's Degree and 2 years of transferrable program/functional experience).
- Experience relevant to the role of the position.
- Valid NYS Driver's License and the ability to meet the travel requirements of the position including, but not limited to: traveling to prepare stories and content.
- Ability to meet acceptable background check standards (DMV and criminal background checks).
- Ability to work flexible hours which may include evenings and/or weekends, as appropriate.
- Must have strong oral, written, editorial and interpersonal communication skills.
- Strong project management skills and the demonstrated ability to produce results.
- Demonstrate sound judgment, creativity, time management and problem-solving skills.
- Must be able to work independently while supporting the efforts of an overall team experience in designing promotional materials such as brochures and flyers.
- High level of competency in technology, including, but not limited to: social media outlets (Facebook, Instagram, etc.); Microsoft Office Suite Programs (specifically PowerPoint and Excel); electronic web content production and the ability to utilize computer technologies for educational and communication purposes.

PREFERRED QUALIFICATIONS:

Specify preferred specialized education, field and/or certifications.

- Related experience in public relations, communications, journalism, public affairs, graphic design or related fields in higher education.
- Experience with database programs.
- Demonstrated ability to plan, coordinate and manage on-going, moderately complex projects.
- Working familiarity with photography techniques.
- Demonstrated ability to relate to diverse audiences.
- Experience with Adobe Creative Suite, Photoshop and InDesign.
- Flexible; comfortable experimenting with new technology.
- Ability to promote cooperation and collaboration among internal and cross-functional team members.

SUBJECT MATTER/BACKGROUND:

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|---|---|---|
| <input checked="" type="checkbox"/> Agriculture and Food Systems | <input type="checkbox"/> General Administration | <input type="checkbox"/> Farm |
| <input type="checkbox"/> Nutrition, Food Safety & Security and Obesity Prevention | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Grant/Contract |
| <input type="checkbox"/> Environment and Natural Resources, Sustainable Energy and Climate Change | <input type="checkbox"/> Finance | <input type="checkbox"/> Communication |
| <input type="checkbox"/> Community and Economic Vitality | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Other |
| <input type="checkbox"/> 4-H Youth Development and Children, Youth and Families | <input type="checkbox"/> Facility | |

RESPONSIBILITIES/ESSENTIAL FUNCTIONS: *(List the position’s assigned responsibilities and estimate percentage of annual time spent on each responsibility. Include only the essential functions that are fundamental and necessary to the position. If the section does not apply to this specific position, leave it blank. Estimate of percent will vary based on the needs and changing priorities of the position. Approximate percent of time will be annualized in 5% increments.)*

Program Responsibilities:

Program Delivery	5%
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- Work to foster awareness and acceptance of agricultural sectors, methods and policies to address community and individual needs and consider diverse audiences.
- Provide program outreach via mass media, specifically social media (i.e. Facebook, Twitter, websites). Content will address production agriculture; horticulture; local food programs.
- Serve as subject matter resource in the area of agricultural marketing and provide standard responses.
- Serve as a team member and cooperate with the entire Association and programming staff to achieve Association program delivery goals.

Program Evaluation	5%
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- Implement program evaluation as designed.
- Assist in the interaction with program participants to obtain evaluation data, to include: evaluating effectiveness of classes and instructors within the production agriculture, local foods and Harvest Kitchen programming.

Administrative Responsibilities:

Direction	5%
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- Assist with planning and directing the creation of a photo library of agricultural producers and corresponding promotional stories and marketing materials.
- Provide limited-complex administrative tasks in the planning of educational programs, including appropriate use and type of social media to disseminate information for production agriculture, Harvest Kitchen and local foods.
- Assist Local Foods Program Leader and other program staff with planning the delivery of established educational program goals.
- Assist Local Foods Program Leader with identifying, anticipating, recommending and planning for assigned program needs/supplies.
- Provide administrative assistance in planning the direction of mass media efforts.

Management	5%
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- Solve problems and resolve conflicts that arise in program area in accordance with existing policies and procedures.
- Provide low-complexity administrative management of established educational program goals.
- Assist in guiding the implementation of the program area budgets.
- Provide low-complexity administrative tasks in guiding the implementation of communication strategies to support program efforts.

Coordination/Operation	75%
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- Provide moderately-complex coordination and administrative support tasks for the planned activities and program initiatives for agriculture, local foods and Harvest Kitchen programs.
- Write, design and produce communications and marketing materials, including standardized communication templates and branding opportunities.
- Develop, write, post and regularly refresh feature stories and program highlights, which may include PowerPoint presentations, brochures, video, podcasts, one-pagers, posters, trade show exhibits, newsletters, talking points, impact statement, social media content, etc.
- Coordinate and assist the Local Foods Program Leader with the collection of agricultural producer data and information necessary to write promotional stories.
- Coordinate the collection high quality photos for use in a portfolio of direct market producers in St. Lawrence County.
- Provide administrative support to the Local Foods Program Leader as directed. Assist in the coordination of program classes, workshops and events.
- Coordinate, compile and organize existing program resources and program materials.
- Under the direction of the Local Foods Program Leader, coordinate and assist with special projects and outreach efforts as instructed.
- Effectively maintain existing professional relationships with other agriculture agencies, organizations and businesses that promote effective communication and facilitate continued programming efforts.
- Assist in preparation of reports, presentations and outreach materials to support the Local Foods Program Leader's assigned program areas.
- Provide outreach to any and all groups identified as important to the development of assigned projects and programs.
- Assist with administrative support for the preparation of grant applications.

Professional Improvement and Other Duties as Assigned	5%
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- In cooperation with Supervisor and/or Executive Director, jointly develop and pursue a professional development plan as a means to increase competencies relative to position accountabilities and to address changes in programming and association priorities.
- Collaborate in activities that are in general support of Cornell Cooperative Extension including but not limited to attendance at staff meetings, timely reporting of expenses, working with other staff, general marketing of Extension programs and other duties as assigned.

Health and Safety	Applied to all duties and functions.
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- Support the Association to maintain a safe working environment.
- Be familiar and strive to follow any applicable federal, state, local regulations, association health and safety policy/procedure/requirement and standard.
- Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.

EEO/EPO and Policy	Applied to all duties and functions.
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- Appreciate and embrace diversity in all interactions with clientele, staff, volunteers and the public.
- Assist the Cornell Cooperative Extension System in reaching out to diverse audiences.

- Be aware of, and adhere to, established Cornell Cooperative Extension Association of St. Lawrence County policies and procedures.
- Contribute to the overall success of the organization by performing all assigned duties in a professional, timely, and accurate manner.

Equal Opportunity Employment
Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities.

For each factor below, choose the phrase that best fits the characteristics of this position:

SCOPE OF IMPACT OF THE POSITION:

Low - within program

INTERACTION WITHIN ASSOCIATION:

Assist others; provide/obtain cooperation

INTERACTION WITH VOLUNTEERS:

Provide information

INTERACTION OUTSIDE ASSOCIATION:

Conduct straightforward business; provide information

COMPLEXITY OF SUPERVISION TO EMPLOYEES:

None - No responsibility for others

COMPLEXITY OF WORK:

Low - Under the guidance of immediate supervisor, occasionally adapts procedures to resolve unusual cases; makes some decisions requiring consideration of criteria

LEVEL OF DECISION-MAKING ACTIVITY:

Moderate - Within multiple functional areas

SUPERVISION RECEIVED:

Moderate - Very general direction

SUPPORT SKILLS-WRITING

Low - Usually issues standard responses

SUPPORT SKILLS-COMPUTER

Moderate - Uses a variety of basic and advanced business/technical programs/applications to perform responsibilities involving data management and analysis

WORKING CONDITIONS:

ESSENTIAL PHYSICAL REQUIREMENTS*:

Typically lifts less than 10 lbs

VISUAL:

Normal concentration

HAZARDS:

Limited exposure

* Check applicable level after considering reasonable accommodations

OPTIONAL:

SIGNATURES

EMPLOYEE SIGNATURE

DATE

SUPERVISOR SIGNATURE

DATE

ASSOCIATION EXECUTIVE DIRECTOR SIGNATURE

DATE



Skills for Success

(The following skills are essential for individual and organizational success.)

Skills	Examples of Demonstrated Behavior
Health and Safety	<ul style="list-style-type: none">Support the association to maintain a safe working environment.Be familiar and strive to follow any applicable federal, state, local regulations, association health and safety policies, procedures, requirements or standards.Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.
Job Skills	<ul style="list-style-type: none">Demonstrates competence in tools, equipment, software and technologies to effectively complete assignments and job tasks.Maintains professional certifications, licensing and education in functional expertise and effectively applies knowledge.Understands, interprets and applies regulations, policies and contracts to deliver effective results.Uses good judgment, information and observations to evaluate and recommend actions to support decisions and deliverables.
Inclusiveness	<ul style="list-style-type: none">Demonstrates the ability to communicate across difference to create a collaborative, collegial, and caring community.Increases cooperation, honesty, openness and a welcoming environment for all and speaks up when others are being excluded or treated inappropriately.Supports/increases participation of key and diverse employees in career/professional development opportunities and in campus/community involvement.Actively supports work/life integration in the workplace.Recruits, hires and engages high performing diverse employees.
Adaptability	<ul style="list-style-type: none">Anticipates and adapts to changing priorities and additional demands.Is flexible, open and receptive to new information, ideas and approaches which enhance Cornell's capacity to thrive in the future.Embraces, promotes and implements change.Modifies one's preferred way of doing things when it benefits the whole focusing on long-term vision rather than short-term gains.
Self-Development	<ul style="list-style-type: none">Is self-aware; seeks and acts upon performance feedback.Seeks and acts on opportunities for development; takes measures to ensure personal well-being and balance.Works to continuously learn and improve.Applies learning to evolving assignments.
Communication	<ul style="list-style-type: none">Expresses thoughts clearly, both orally and in writing.Demonstrates effective listening skills; seeks to understand and be understood.Asks questions and shares knowledge and information to help others clearly understand processes and desired results.Gives, receives and acts upon helpful and timely feedback.
Teamwork	<ul style="list-style-type: none">Shows respect, compassion and empathy for others, even in difficult situations, building an environment of trust.Works effectively and cooperatively with others, willingly admitting mistakes and offering apologies.Acknowledges the support and contributions of others, involving them as appropriate when outcomes will impact their work.Has a positive attitude and understands how behaviors impact others.
Service-Minded	<ul style="list-style-type: none">Is diplomatic, courteous and welcoming, striving to satisfy external and internal customers.Supports ideas, solutions and changes to processes to ensure high quality outcomes.Reaches out in a timely and responsive manner to resolve problems and conflicts.Negotiates well, finding and orchestrating win-win solutions.
Stewardship	<ul style="list-style-type: none">Strives to develop and implement best practices; encourages others to adopt a culture of sustainability and efficiency.Demonstrates high standards of personal conduct and owns the consequences of one's own actions.Exercises sound and ethical judgment no matter how difficult or contrary; considers environmental, economic, compliance and social impacts in decision-making.Shows commitment to unit and Association goals and delivers results.
Innovation	<ul style="list-style-type: none">Looks for advancements in products, processes, services, technologies or ideas.Identifies opportunities in challenges and shows initiative to make changes.Demonstrates innovative, creative and informed risk taking.Shows foresight and imagination to see possibilities, opportunities and trends.