

**CORNELL COOPERATIVE EXTENSION ASSOCIATION OF JEFFERSON COUNTY  
STAFF POSITION DESCRIPTION**

**Current Incumbent:** Open Position

**Date Written/Revised:** 05-31-2018

**CCE Classification Job Title:** Association Community Liaison

**Position #:** TBD

**Working Title (if different):** Taste NY Market Manager

**FTE:** 100%

**Reason:** New Position Revision

**FLSA:** Exempt Non-Exempt

**REPORTING RELATIONSHIP(S):**

**Immediate Supervisor's Name and Classification Job Title:** Amanda Root, Association Issue Leader

**Position(s) Supervised / Direct Reports** Association Temporary Program Positions (1-2)

**Volunteer Supervision:** Yes, No (*Approximately 10 – 15*)

**POSITION SUMMARY:**

This position will serve as the Taste NY Market Manager for Cornell Cooperative Extension Association of Jefferson County and will work under the direction and supervision of the Association Issue Leader. This position will be responsible for the day-to-day management, organization, and coordination of all aspects of the *Jefferson County Gateway Taste NY Program*, which highlights local NY farm products, per the established Plan of Work. This position will supervise temporary program staff and will provide oversight for program volunteers. This position will oversee marketing and communication initiatives in support of the *Jefferson County Gateway Taste NY Program*. This position is responsible for assessing local system needs, trends, marketing, product sources, financial management and record keeping, and will provide support for research, evaluation and documentation of agricultural marketing and agri-tourism strategies

**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 transferrable relevant evidence-based research experience).
- Experience relevant to the role of the position.
- Valid NYS Driver's License and the ability to meet travel requirements associated with this position.
- 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.

**PREFERRED QUALIFICATIONS:**

*Specify preferred specialized education, field and/or certifications.*

- Master's Degree in Marketing, Ag Development, Business Development or related field.
- Knowledge of the organization, operation, philosophy, and objectives of Cooperative Extension and its program at County, State and Federal levels.
- Knowledge of basic marketing strategies, advertising and distribution of products.
- Experience in purchasing, storing (inventory), and marketing local agriculture and/or retail food products.
- Experience in local food display, merchandising, and sales as well as the promotion of agri-tourism.
- Experience working directly with farmers and artisanal manufacturers.
- Demonstrated experience with understanding detailed financial records of sales and marketing trends.
- Demonstrated ability to creatively solve problems.
- Demonstrated ability to manage inventory, collect recommendations and recognize "top-sellers."
- Demonstrated ability to do profit margin and performance analysis for products.
- Demonstrated ability to participate in professional team efforts.
- Demonstrated ability to relate to diverse audiences.

- Demonstrated ability to communicate effectively through oral, written and visual means using traditional educational tools and methods.
- Demonstrated ability to utilize technology (i.e. computers, internet, social media) effectively.
- Demonstrated ability to utilize market and communication apps, QR codes, and other retail related technologies.

**SUBJECT MATTER/BACKGROUND:**

- |   |   |   |
|---|---|---|
| <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.)*

**Administrative Responsibilities:**

<b>Direction</b>	<b>10%</b>
<ul style="list-style-type: none"> <li>• Provide input to support the planning of educational programs to include, but not limited to planning the delivery of established educational program goals and planning the structure of delivering educational programs via various methods.</li> <li>• Provide program related information to the budget development process and assist the Association Issue Leader in allocating budget amounts.</li> <li>• Assist the Issue Leader in the planning of <i>Jefferson County Gateway Taste NY Program</i> fund development activities, including writing and development of grant applications to secure funding for ongoing/expanded programming efforts.</li> <li>• Provide moderately complex administrative assistance to include, but not limited to, planning for mass media efforts related to the <i>Jefferson County Gateway Taste NY Program</i>; assisting the Association Issue Leader in planning effective strategic marketing efforts, including major public affairs events and functions.</li> <li>• Assist the Association Issue Leader in the development of the staffing plan by providing <i>Jefferson County Gateway Taste NY Program</i> information as needed.</li> <li>• Assist in developing communication strategies for the <i>Jefferson County Gateway Taste NY Program</i>.</li> </ul>	

<b>Management</b>	<b>75%</b>
<ul style="list-style-type: none"> <li>• Solve problems and resolve conflicts that arise in the <i>Jefferson County Gateway Taste NY Program</i> utilizing appropriate policies and procedures, as needed.</li> <li>• Ensure <i>Jefferson County Gateway Taste NY Program</i> activities conform with the Association’s Plan of Work.</li> <li>• Support the allocation of program resources to accomplish Association program objectives within the <i>Jefferson County Gateway Taste NY Program</i>.</li> <li>• Monitor the <i>Jefferson County Gateway Taste NY Program</i> income/expenses to ensure spending is within the program budget constraint.</li> <li>• Provide existing guidance to <i>Jefferson County Gateway Taste NY Program</i> volunteers in accordance with established practices and procedures.</li> <li>• Provide administrative support in the management and implementation of communication strategies for the <i>Jefferson County Gateway Taste NY Program</i>.</li> <li>• Ensure the <i>Jefferson County Gateway Taste NY Program</i> meet health, safety and other licensing standards and provide quality program experiences.</li> <li>• Provide management (including recruitment and selection) and supervision (including guidance, performance feedback and annual performance reviews) to designated staff and provide oversight for program volunteers in accordance with established policies, procedures and protocol.</li> <li>• Manage staff and volunteer schedule to ensure program needs are met.</li> </ul>	

- Provide regular staffing updates to the Association Issue Leader as required.
- Manage/Monitor store activities (surveys, sales, foot traffic, and educational programs) to ensure that established objectives are met.
- Guide expanding relationships with community members, agri-businesses, local farmers and community leaders to support programming efforts.

<b>Coordination/Operation</b>	<b>10%</b>
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- Provide moderately complex, specialized tasks in guiding the implementation of communication strategies in support of the *Jefferson County Gateway Taste NY Program*.
- Coordinate effective marketing strategies in the promotion of programming efforts to include, but not limited to: print media, news media, social media, and multi-media efforts; promote local farms through marketing efforts.
- Organize and coordinate all implementation efforts, planning and activities related to *Jefferson County Gateway Taste NY Program*.
- Effectively maintain existing professional relationships with other agencies, organizations and businesses that promote effective communication and facilitate continued programming efforts.
- Coordinate the implementation of messaging, and maintain an interactive kiosk and informational brochures to identify and promote local farms and farm products.
- Collect evaluation and program needs assessment data from program participants, including cooperating farms, based on existing evaluation framework and guidelines.
- Coordinate, compile and organize existing program resources and program materials.
- Under the direction of the Association Issue Leader, provide moderately complex administrative support to accomplish financial goals within the *Jefferson County Gateway Taste NY Program* to include, but not limited to: preparing materials for grant/contact proposal submission and providing required information needed in the financial documentation to meet the grant/budget requirements; preparing information and reports for budget preparation and allocation of budget amounts; preparing impact statements and success stories on program progress and accomplishments for funders, advisory committees, Board of Directors and others as requested.
- Perform record keeping, data management and program reports as required by the Association and contract requirements.
- Analyze consumer purchasing trends and assist with detailed reports on sales of products.
- Collaborate with Chamber of Commerce sales staff to ensure proper display and merchandising of products.
- Maintain inventory and work with collaborating partners to track sales with appropriate software; procure products based on needs and trends and schedule deliveries of products.
- This position may require the transport of program participants and/or program materials and resources in performing position responsibilities.

<b>Professional Improvement and Other Duties as Assigned</b>	<b>5%</b>
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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.

<b>Health and Safety</b>	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.

<b>EEO/EPO and Policy</b>	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 Jefferson 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.**

*Reviewed and Approved by Extension Administration – 05-31-2018 – jas*

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

**SCOPE OF IMPACT OF THE POSITION:**

Substantial - beyond Association

**INTERACTION WITHIN ASSOCIATION:**

Provide guidance/coordinate activities/contribute to work groups

**INTERACTION WITH VOLUNTEERS:**

Direct volunteer activities

**INTERACTION OUTSIDE ASSOCIATION:**

Conduct straightforward business; provide information

**COMPLEXITY OF SUPERVISION TO EMPLOYEES:**

Moderate - Supervises, assigns and reviews work of others

**COMPLEXITY OF WORK:**

Moderate - Frequently adapts procedures to resolve questionable cases; often makes decisions requiring consideration of criteria

**LEVEL OF DECISION-MAKING ACTIVITY:**

Moderate - Within multiple functional areas

**SUPERVISION RECEIVED:**

Moderate - Very general direction

**SUPPORT SKILLS-WRITING**

High/Substantial - Frequently writes extensive, non-standard responses based on specialized knowledge interpretation of data and/or research

**SUPPORT SKILLS-COMPUTER**

Substantial - Applies advanced programming skills for wide variety of advanced and complex business/technical programs/applications to refine/develop systems, information technology, and data infrastructures

**WORKING CONDITIONS:**

**ESSENTIAL PHYSICAL**

**REQUIREMENTS\*:**

Typically lifts 20 to 50 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
<b>Health and Safety</b>	<ul style="list-style-type: none"><li>Support the association to maintain a safe working environment.</li><li>Be familiar and strive to follow any applicable federal, state, local regulations, association health and safety policies, procedures, requirements or standards.</li><li>Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.</li></ul>
<b>Job Skills</b>	<ul style="list-style-type: none"><li>Demonstrates competence in tools, equipment, software and technologies to effectively complete assignments and job tasks.</li><li>Maintains professional certifications, licensing and education in functional expertise and effectively applies knowledge.</li><li>Understands, interprets and applies regulations, policies and contracts to deliver effective results.</li><li>Uses good judgment, information and observations to evaluate and recommend actions to support decisions and deliverables.</li></ul>
<b>Inclusiveness</b>	<ul style="list-style-type: none"><li>Demonstrates the ability to communicate across difference to create a collaborative, collegial, and caring community.</li><li>Increases cooperation, honesty, openness and a welcoming environment for all and speaks up when others are being excluded or treated inappropriately.</li><li>Supports/increases participation of key and diverse employees in career/professional development opportunities and in campus/community involvement.</li><li>Actively supports work/life integration in the workplace.</li><li>Recruits, hires and engages high performing diverse employees.</li></ul>
<b>Adaptability</b>	<ul style="list-style-type: none"><li>Anticipates and adapts to changing priorities and additional demands.</li><li>Is flexible, open and receptive to new information, ideas and approaches which enhance Cornell's capacity to thrive in the future.</li><li>Embraces, promotes and implements change.</li><li>Modifies one's preferred way of doing things when it benefits the whole focusing on long-term vision rather than short-term gains.</li></ul>
<b>Self-Development</b>	<ul style="list-style-type: none"><li>Is self-aware; seeks and acts upon performance feedback.</li><li>Seeks and acts on opportunities for development; takes measures to ensure personal well-being and balance.</li><li>Works to continuously learn and improve.</li><li>Applies learning to evolving assignments.</li></ul>
<b>Communication</b>	<ul style="list-style-type: none"><li>Expresses thoughts clearly, both orally and in writing.</li><li>Demonstrates effective listening skills; seeks to understand and be understood.</li><li>Asks questions and shares knowledge and information to help others clearly understand processes and desired results.</li><li>Gives, receives and acts upon helpful and timely feedback.</li></ul>
<b>Teamwork</b>	<ul style="list-style-type: none"><li>Shows respect, compassion and empathy for others, even in difficult situations, building an environment of trust.</li><li>Works effectively and cooperatively with others, willingly admitting mistakes and offering apologies.</li><li>Acknowledges the support and contributions of others, involving them as appropriate when outcomes will impact their work.</li><li>Has a positive attitude and understands how behaviors impact others.</li></ul>
<b>Service-Minded</b>	<ul style="list-style-type: none"><li>Is diplomatic, courteous and welcoming, striving to satisfy external and internal customers.</li><li>Supports ideas, solutions and changes to processes to ensure high quality outcomes.</li><li>Reaches out in a timely and responsive manner to resolve problems and conflicts.</li><li>Negotiates well, finding and orchestrating win-win solutions.</li></ul>
<b>Stewardship</b>	<ul style="list-style-type: none"><li>Strives to develop and implement best practices; encourages others to adopt a culture of sustainability and efficiency.</li><li>Demonstrates high standards of personal conduct and owns the consequences of one's own actions.</li><li>Exercises sound and ethical judgment no matter how difficult or contrary; considers environmental, economic, compliance and social impacts in decision-making.</li><li>Shows commitment to unit and Association goals and delivers results.</li></ul>
<b>Innovation</b>	<ul style="list-style-type: none"><li>Looks for advancements in products, processes, services, technologies or ideas.</li><li>Identifies opportunities in challenges and shows initiative to make changes.</li><li>Demonstrates innovative, creative and informed risk taking.</li><li>Shows foresight and imagination to see possibilities, opportunities and trends.</li></ul>