

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

Current Incumbent: Open Position

Date Written/Revised: 10-17-2025

CCE Classification Job Title: Association Subject Educator I

Position #: TBD

Working Title (if different): Agriculture and Workforce Development Educator

FTE: 100%

Reason: ☐ New Position ☒ Revision

FLSA: ☐ Exempt ☒ Non-Exempt

REPORTING RELATIONSHIP(S):

Immediate Supervisor's Name and Classification Job Title: Isaac Matlock, Association Program Manager

Position(s) Supervised / Direct Reports *(The following positions report directly to this incumbent. Please use classification titles.)* This position has no supervision 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 Agriculture and Workforce Development Educator for Cornell Cooperative Extension Association of Jefferson County and will be responsible for implementing and evaluating agriculture education with a focus on general agriculture and workforce development. The position will provide multi-faceted agriculture programming for area residents to include youth entering the ag workforce, veterans, transitioning service members, and military families. This position will perform targeted outreach and will utilize high quality, evidence-based programs to provide hands-on and immersive agriculture experiences via individualized and unique pathways. The goal is to assist participants in securing successful careers in the food and agriculture sector through educational outreach. This position will teach in both group and individual settings utilizing a variety of delivery methods, to include, but not limited to: workshops, seminars, demonstrations, interest groups, newsletters, one-on-one assistance, farm visits, and mass media. This position will serve as a frontline staff member, building strong customer relations by assisting producers in the agriculture industry. This position will work as an Association team member in addressing local, regional, and statewide programming priorities as appropriate.

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 program/functional 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.
- General agriculture knowledge/experience.

PREFERRED QUALIFICATIONS:

Specify preferred specialized education, field and/or certifications.

- Familiarity of agriculture subject matter appropriate to area of programming.
- Experience with Cornell Cooperative Extension, Fort Drum and the military lifestyle, agriculture and agricultural business development.
- Knowledge of production agriculture as practiced in Jefferson County, including, but not limited to: dairy farming, livestock farming, vegetable production, and agronomy.
- Knowledge of local food systems and business development/workforce development related to local food.
- Experience in agriculture production, management and marketing.

- Ability to initiate, plan, organize, implement, teach and evaluate informal education programs through a variety of program delivery methods to reach individuals and groups; adults and youth.
- Ability to participate in professional team efforts.
- Ability and willingness to work with diverse audiences and maintain cultural sensitivity.
- Ability to identify and utilize program resources from the organization and the community.
- Ability and willingness to work with a high degree of integrity, accuracy, organization, sound professional judgement, and the ability to handle confidential, sensitive information.
- Ability to communicate effectively, clearly, and tactfully through verbal, written and electronic methods.
- Ability to relate effectively to co-workers, advisors, community and professional leaders including veterans, transitioning service members and agricultural producers.
- Ability to plan and organize personal work responsibilities according to priorities developed with immediate supervisor.
- Proficiency with windows-based software including use of the internet and Microsoft Office Suite including Outlook, Word, and Excel.

SUBJECT MATTER/BACKGROUND:

- | | | |
|---|---|---|
| ☒ Agriculture and Food Systems | ☐ General Administration | ☐ Farm |
| ☐ Nutrition, Food Safety & Security and Obesity Prevention | ☐ Information Technology | ☐ Grant/Contract |
| ☐ Environment and Natural Resources, Sustainable Energy and Climate Change | ☐ Finance | ☐ Communication |
| ☐ Community and Economic Vitality | ☐ Human Resources | ☐ Other |
| ☐ 4-H Youth Development and Children, Youth and Families | ☐ 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, Evaluation and Applied Research	80%
• Deliver/arrange agriculture educational programming for beginner/new farmers. (Interact and collaborate with small, beginning and veteran farmers to provide support as a means to increase productivity and connect them to available resources for success.) • Implement educational programs through workshops, seminars, demonstrations, interest groups, newsletters, farm visits, mass media and agri-business contacts utilizing established resources and per established program parameters and occasionally apply agriculture subject matter knowledge to create lesson plans to deliver these educational programs as appropriate. • Implement a comprehensive communication and marketing plan including the promotion of a broad set of online and in-person workshops. • Deliver ongoing agricultural related workshops and classes consistently achieving all funding specifications. Reach includes youth entering the workforce, transitioning service members, veterans in the community, career counselors and others in the role of providing employment and career guidance to transitioning service members and veterans. • Provide on-farm and in-field immersion experiences based on best practices, research and participant interest related to agricultural workforce development. Topics range broadly including but not limited to: raising livestock, poultry, specialty crops, soil science, supportive agriculture businesses, agriculture related technologies and careers. • Involve area veteran farmers, experts and partners to ensure a wide reach of topics and experiences. • Work to foster acceptance of the Agriculture & Natural Resources program, methods and practices while addressing needs in the agriculture community and considering diverse audiences. • Deliver educational programs as a part of multi-association and/or regional efforts when identified/appropriate. • Serve as a team member and cooperate with the entire Association and the Agriculture & Natural Resources Program staff to achieve Association program delivery goals.	

- Represent Cornell Cooperative Extension of Jefferson County in a professional manner and communicate and cooperate with the public, agribusinesses, veterinarians, feed dealers, government officials, community leaders, Cornell and/or other land grant universities as a part of program delivery.
- Utilize a variety of educational methods which may include direct teaching, group experiences, media, newsletters, electronic technology, internet, social media, and distance learning to promote and deliver program.
- Serve as subject matter resource in the area of Agriculture & Natural Resources to connect staff and clientele, including schools, agencies, producers, consumers, and other groups (as identified) with relevant agricultural resources to enhance and improve Agriculture awareness.
- Implement program evaluation as designed.
- Interact with program participants to obtain evaluation data.
- Assist in the process of analyzing evaluation data, and based on that analysis, assist in making recommendations for improvements in program offerings.
- Communicate evaluation findings to constituents as appropriate.
- Assist the Tri-County Agriculture Team in evaluating and analyzing industry education needs.

Administrative Responsibilities:

Direction and Management	10%
• Assist in the planning of educational programs to include, but not limited to planning the delivery of established educational program goals as well as the structure of delivering educational programs via various methods. • Assist in anticipating and projecting program expenses. • Assist in providing program related information to the budget development process and allocate budget amounts, reporting out to the Supervisor per established protocol. • Provide low complexity administrative assistance to include, but not limited to, planning for mass media efforts related to the Agriculture & Natural Resources Program; work together with Agriculture & Natural Resources team to plan effective strategic marketing efforts; and major public affairs events and functions. • Provide Agriculture & Natural Resources Program related information to the staffing plan development process. • Assist the grant writing team in the writing and development of grant applications to secure funding for ongoing/expanded programming efforts. • Solve problems and resolve conflicts that arise in the Agriculture & Natural Resources program utilizing appropriate policies and procedures, as needed. • Assist Supervisor to ensure program activities, workshops and events conform to the Association's Plan of Work. • Support the allocation of program resources to accomplish Association program objectives within the Agriculture & Natural Resources Program. • Assist in identifying and recommending program needs (i.e. program supplies and materials).	
Coordination/Operation	5%
• Organize and coordinate program activities relating to the Agriculture & Natural Resources Program • Coordinate, compile and organize existing program resources and program materials. • Obtain evaluation data and program needs assessments from program participants based on existing evaluation framework and guidelines. • Provide low complexity administrative support to prepare materials for report submission to meet funding and Association requirements. • Provide low complexity administrative support to accomplish financial goals within assigned 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 grant or budget requirements. • Coordinate and assist with projects and outreach efforts as needed. • Coordinate with the Tri-County Ag Team when appropriate to meet the needs of participants. • Assist in utilizing 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.	

- Effectively maintain existing professional relationships with other agencies, organizations and businesses that promote effective communication and facilitate continued programming efforts.
- This position may require the transport of program participants and/or program materials and resources in performing position responsibilities.

Professional Improvement and Other Duties as Assigned	5%
• 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.
• 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.	

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

SCOPE OF IMPACT OF THE POSITION:

Moderate - beyond the 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

Low - Uses basic business/technical programs/applications to perform responsibilities

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