

Job Class Profile: **Market Development Officer**

Pay Level: **CG-37** **Point Band:** **814-847**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	6	5	3	4	6	3	4	4	3	
Points	280	83	19	19	180	65	83	86	32	847

JOB SUMMARY

The Market Development Officer promotes and facilitates the growth and development of all primary and secondary agricultural and agrifood industries in Newfoundland and Labrador. This is accomplished through strategic marketing, development of selling opportunities such as direct marketing, agritourism, culinary tourism and providing promotional support to industry as a whole through various agricultural awareness initiatives.

Key and Periodic Activities

- Plans, develops and implements programs and projects under the Department's Market Development initiatives for the purpose of improving the marketing of all agriculture and agrifood products.
- Analyzes provincial, national, and international market information and trends, and develops and maintains a detailed knowledge of global markets for agriculture and agrifood products.
- Works with industry to assess the potential of initiatives, plans and designs projects and programs, and provides industry with useful market information and intelligence reports to develop business plans and strategies to expand product or market opportunities.
- Develops and conducts workshops, seminars and training programs for agriculture and agrifood producers, processors, and other stakeholders on current strategic marketing and development issues, opportunities and trends.
- Assists agriculture and agrifood stakeholders with the information and development of marketing strategies and plans.
- Prepares comprehensive market research reports based on the compilation, sorting, and analysis of primary and secondary information sources.
- Reviews, analyzes, and recommends amendments to existing and prospective development projects initiated with the Department or agencies/organizations within or outside government.
- Develops and implements promotional campaigns and materials for the agriculture and agrifood industry for specific commodities. Plans, designs, coordinates or produces, and distributes brochures, labels and packaging concepts, and designs and develops display booths and material for exhibits.
- Provides expertise in direct marketing and agritourism. Assists and makes recommendations to farm operations on opportunities that exist and raises awareness of issues such as crops that can be sold at markets and market locations.
- Collects industry information and maintains client information databases, tracks market information needs of clients, monitors client's ongoing market strategies, and develops client profiles.

Key and Periodic Activities

- Plans, organizes, directs, controls and co-ordinates the work of other marketing staff and takes responsibility for all marketing related work carried out by the Department.
- Plans, co-ordinates and organizes the Department's participation in all agricultural fairs and industry trade shows throughout the province.
- Represents the Department in a wide range of federal/provincial/industry committees.
- Assesses requests for funding under various government programs both within the Department and from other government Departments and agencies. Makes recommendations and highlights areas of concern relevant to market aspects of the project as it pertains to sustainability and viability.
- Investigates the marketing activities/initiatives of agricultural and agrifood producers in other provinces and countries by attending workshops, conferences, tours, farm market tours, etc.

SKILL

Knowledge

General and Specific Knowledge:

- In-depth knowledge of agricultural and agrifood industries and the marketing, promotion and facilitation strategies and methods to grow and develop those industries.

Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree in Business Administration or Commerce with major coursework in Marketing.
- As this industry is constantly evolving and changing, this position requires ongoing professional development and training to remain current.

Years of Experience:

- Minimum: 3-4 years experience.
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Competencies:

- Proficient knowledge and expertise in computer applications such as Word, Publisher, Excel, Power Point, Internet, Corel Paint Shop Pro X2.
- Strong analytical and written/oral communication skills.
- Proofread, edit and format documents including marketing and promotional documents, or proposals, reports, invitations, etc.
- Compile and generate statistical reports.

Interpersonal Skills

- A range of interpersonal skills are used and include facilitating or presenting at various workshops, or when presenting to various industry related groups; promoting and selling products or ideas; partnering with the Federation of Agriculture or the Department of Tourism and other stakeholders to work on and complete initiatives such as the development of an Agritourism Festival or creation of Farmer's Markets; in discussions with producers and stakeholders to help resolve obstacles they encounter when attempting to sell their products to particular venues.
- The most significant contacts are with: the Manager who acts as the link to the Executive for approving initiatives by providing updates on the status and direction of projects; with producers as the completion of job initiatives are most directly felt by producers; and the Newfoundland

and Labrador Federation of Agriculture who represents the industry and partners on many marketing initiatives.

EFFORT

Physical Effort

- The demands of the job may result in considerable fatigue, requiring periods of rest.
- There is an occasional requirement to lift objects up to 25 lbs.
- There is constant fine finger precision work when using a computer.
- Work requires sitting, standing, and driving on a regular basis.
- The majority of work is completed using computers when preparing letters, reports, design work, research, and print materials. Attending festivals and events usually occurs outside normal working hours and on weekends, and also requires transporting departmental booths and food displays which can cause fatigue.

Concentration

- **Visual** concentration is constantly required when designing marketing materials and using computer software design programs. Attention to detail is important when developing marketing material.
- **Auditory** concentration is required when listening to verbal messaging such as television and radio to ensure messaging is clear and concise, and facilitating sessions requires being able to separate and listen to conversations/opinions simultaneously.
- Uses **other sensory demands** during festivals and events to provide food samples of local products to highlight the product to appeal to the majority of attendees.
- Regularly requires **higher than normal levels of attentiveness** in the calculation of survey results for accurate reports for managers, executive and industry. When working with food at festivals and events, the incumbents must ensure prepared foods are kept at appropriate temperatures to ensure the health and safety of those tasting it.
- Is occasionally subject to some **time pressures/deadlines/and interruptions** when required to provide information to Communications for the purpose of a news release or a briefing note for the Executive, media or general public. Media outlets have strict deadlines. Also when preparing for trade shows and festivals, timing is key before and during the event to ensure there are no lulls in the implementation at the time of the festival.
- There is **not always control over their work pace**. Working with external companies such as for promotional or print materials, results in delays obtaining pricing or in shipping which then results in receiving items later than they are required. Also, working with a variety of partners on different initiatives can speed up or slow down the project due to the efficiency and/or amount of work required on items to be done by the partners on the project.

Complexity

- Work tasks are generally different but related involving a wide range of responsibilities and situations.
- Problems range from being simple with obvious solutions to problems with a limited number of standardized solutions.
- Typical daily challenges or problems encountered include: identifying potential partners for initiatives, providing accurate statistics, information and pricing to stakeholders, acting as a liaison between producers and selling avenues, providing marketing advice to producers to increase the exposure of their farm operations and products in the area of signage, promotion,

and festival participation.

- When addressing typical challenges or problems there are core marketing guidelines to follow for marketing and promotion of the agricultural industry in the province.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks are somewhat prescribed or controlled. Marketing and promotion requires creativity skills. While the general idea, message, or execution may be prescribed the level of creativity is required when under the supervision of the Manager.
- Without formal approval, can provide guidance/advice to producers on marketing strategies, delegate duties to the marketing staff, determine suppliers to be used based on budget constraints, and determine items for tasting at festivals and events.
- Approval is required to budget for initiatives and all purchasing, to attend conferences, meetings or partnerships in initiatives, and on final drafts of print and promotional material.
- Discretion is exercised within predetermined limits and procedures when a similar situation is being experienced and there is awareness of how the previous situation was addressed and the established procedures would then be used.
- Must be aware of limitations as to how far resources can reach for producers and would use discretion and judgement in a situation such as declining to be the writer of an application for funding for a producer. Would review the application for the producer and answer any questions they may have to enable a smoother process when the application is submitted for funding.
- When at a festival or trade show there is a need to use judgement and discretion when it comes to the safety of food samples being distributed.

Impact

- Impacts generally affect the department and organization, outside the organization, clients/public, on information and corporate image. Work results mostly impact on clients. All initiatives completed deal with either the industry or the general public so the information and how it is presented is reflective on the department as well as industry and other stakeholders.
- Work activities have moderate impact on the immediate work area, the department, clients, information and corporate image. The majority of work completed involves the communication with industry stakeholders and/or the public.
- If a mistake is made in a brochure, report, or any project, the document must be amended and the information re-released to the target market. All information and material for release or advertising is reviewed by marketing staff and the Manager to identify any errors before the final product is released to the target market.
- Identification and resolution of errors normally occurs within hours of problem identification.

Development and Leadership of Others

- Typically responsible for direct and ongoing bargaining unit supervisory activities for a small size work group of employees and students (1 to 4 employees).

WORKING CONDITIONS

Environmental Working Conditions

- There is no requirement for safety precautions or equipment.

- There is no likelihood of minor cuts, bruises, abrasions, injury, or illness causing disability.
- Regularly required to travel across the province for various initiatives.