

**State of Michigan
Civil Service Commission**

Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code

1. PROSPL2

POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

2. Employee's Name (Last, First, M.I.) 	8. Department/Agency AGRICULTURE AND RURAL DVLPMNT
3. Employee Identification Number 	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Promotional Specialist-2	10. Division Executive Office
5. Working Title (What the agency calls the position) Market Development Specialist	11. Section
6. Name and Position Code Description of Direct Supervisor LIBERTI, CHEYENNE V; STATE ADMINISTRATIVE MANAGER-1	12. Unit
7. Name and Position Code Description of Second Level Supervisor ANGERER, KATHLEEN A; SPECIAL ADVISOR TO MDARD	13. Work Location (City and Address)/Hours of Work Deborah A. Stabenow Building; 525 W Allegan St, Lansing, MI 48933 / Hours; M – F 8:00 am to 5:00 pm

14. General Summary of Function/Purpose of Position

This position serves as a Marketing Development Specialist in the department's Farm-to-Family program for the development and expansion of markets for Michigan food and agricultural commodities. This position promotes the Farm-to-Family Program. The position acts as an expert resource for small and medium sized growers and food businesses promoting and facilitating market development at various points along Michigan-origin agri-food supply chains. The Market Development Specialist role understands the food industry, food systems, food distribution, retailer behaviors, and food supply chain infrastructure and terminology. The position acts as the primary resource and counselor to growers and food businesses, sharing information, food industry norms, and best practices. The specialist serves as a liaison between current and prospective buyers, other MDARD units including the Agriculture Development Division, other state agencies focused on economic value generation, external partners and farmers producing local, regional, and healthy commodities. The specialist will be a lead in the MDARD Farm to Family program in identifying opportunities and barriers to market development and assist with project development around addressing barriers. The specialist will be a leader in outreach and educational efforts for prospective buyers at different levels. The specialist will work closely with the Farm-to-Family program team and develop strategic plans for market opportunities and manage execution of this plan.

15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.

List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary:

Percentage: 65

As a statewide specialist, this position initiates and implements services and programs in the promotion of areas such as agricultural products, machinery, livestock, and/or food in support of the department's Farm-to-Family initiatives. Specialist in the promotion, development and expansion of markets for Michigan food and agricultural commodities.

Individual tasks related to the duty:

Serve as a statewide specialist and primary contact for promoting, developing and managing Farm-to-Family Program activities including promoting Michigan-origin food and agricultural products.

Reviews institutional and other food procurement requirements and interprets those requirements for Michigan local, regional, and healthy food and agriculture commodity producers.

Create account and sectoral strategies and/or tactical plans to facilitate buyer/supplier meetings and prepping sellers to succeed in those encounters.

Provides guidance and sector-specific best practices to growers/sellers on retailer/buyer meetings, promotional strategies, merchandizing objects, space management, display, retail promotion, and more.

Lead strategy for developing relationships and guidelines around facilitating access for prospective buyers and corporate entities.

Identify, attract, and assist prospective foreign and domestic investors to support food and agricultural products grown in Michigan.

Expert resource for small and medium sized growers and food businesses promoting and facilitating market development at various points along Michigan origin agri-food supply chains.

Responsible for providing sectoral advice to program and department management and to outside entities.

May direct or conduct highly complex studies and analyses.

Work with individual businesses, farms, distributors, and others in Michigan agri-food value chains to provide food brokerage services including but not limited to securing buyer meetings, preparing suppliers for buyer meetings, coaching value chain actors on best-practices for positioning products and branding including but not limited to margin analysis, pricing, general positions, and more.

Coordinate technical experts internal and external, including MDARD nutrition leads, to support growers and small food businesses with technical needs to expand business.

Coaches Michigan farms and food businesses with resources on where to find food safety laws in the context of prepping farms and business for market readiness.

Share information with growers/sellers related to annual development plans, volumes, rates of sales, points of distribution, and other information for farmer/grower/food business owner consideration.

Supports MDARD's emerging focus of food systems work, focusing on economic viability of Michigan-origin agri-food supply chains.

Stay abreast of current market conditions, trends, quantity, and quality of distributor or retailer performance to provide to growers/sellers supporting informed decision making.

Possess a significant understanding of the complex nature and structure of food industry value chain economic structure.

Drive connectivity by promotion, extension, sales, and economic growth, understanding farmer, commodity group, and small food business products and needs.

Duty 2

General Summary:

Percentage: 25

The position acts as a liaison with other agencies, organizations, and employees to coordinate promotional programs related to the department's Farm to Family initiatives.

Individual tasks related to the duty:

Serves as a knowledge resource and liaison with industry, community groups, and government.

Works across MDARD units, across State of Michigan departments, and with external partner organizations to share information, facilitate furthering shared goals, and increase access of opportunity and communication to internal and external stakeholders.

Work with partners and key staff at the State of Michigan to develop and execute plans for identifying and expanding new market opportunities for local, regional, and healthy commodities.

Coordinate business-related research pertinent to local, regional, and healthy food markets with applicable stakeholders.

Collaborate with department and bureau staff to improve market education for prospective buyers and consumers groups.

Inquire about programs and policies from all units of government related to activities supporting agriculture and food value chain development.

Duty 3

General Summary:

Percentage: 10

Conduct analysis, reporting, and carry out special projects, as assigned.

Individual tasks related to the duty:

Track and analyze all program metrics, proposing adaptive management strategies to meet program goals.

Develop cost-proposals for work travel or activities as needed.

Conduct special projects as assigned.

16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.

Decisions regarding program standards and requirements for program implementation. Independent decisions include day to day workload priorities. Position also makes decisions regarding most applicable market information, industry norms, conditions, and practices to share with growers/sellers and/or other value chain actors. Based on service demand requests, staff capacity, and workload, position may need to determine what level of service can be provided to an individual farmers/grower/food business or other entity seeking market development assistance. The Market Development Specialist determines best positioning for product for market development and company supply chain opportunities from a standpoint of facilitating strategic public resources (information, market analysis, customer introduction, buyer meeting preparation, etc.).

17. Describe the types of decisions that require the supervisor's review.

Resource and budget use. Any decision where policy is unclear or procedure or activity requires supervisor approval.

18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

Position may sit at a computer for long periods of time; drive at times to meetings; carry materials for demonstrations or for distribution. Period lifting and carrying of equipment. Climbing. Stooping. Kneeling. Bending around equipment. Regular extended sitting and viewing of documents and computer monitors. Period wet and cold climate exposure. Period hot climate exposure. Period loud equipment noises. Occasional exposures to air-borne dusts, fumes, chemicals, odors, flammable liquids, and heavy construction equipment. This position involves day to day travel and at times throughout the State of Michigan to work with landowners and partner agencies. Some overnight travel will be necessary.

19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

☐ Complete and sign service ratings.

☐ Assign work.

☐ Provide formal written counseling.

☐ Approve work.

N Approve leave requests.

N Review work.

N Approve time and attendance.

N Provide guidance on work methods.

N Orally reprimand.

N Train employees in the work.

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

Yes.

23. What are the essential functions of this position?

This statewide specialist works to promote the Farm-to-Family program primarily by working to further the market development of local, regional agri-food supply chains with a focus on development and expansion of markets for Michigan food and agricultural commodities.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

New position.

25. What is the function of the work area and how does this position fit into that function?

The Farm-to-Family program is a new initiative at MDARD. This position provides statewide leadership on promoting market development for Michigan-origin agri-food supply chains including an emphasis on healthy and minimally processed foods and commodities.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Possession of a bachelor's degree in any major.

EXPERIENCE:

Promotional Specialist 13 - 15

Four years of professional experience equivalent to a Promotional Agent, including two years equivalent to a Promotional Agent P11 or one year equivalent to a Promotional Agent 12.

KNOWLEDGE, SKILLS, AND ABILITIES:

Creative thinking, sound decision making, technical knowledge and first-hand experience of environmental practices on farms, ability to demonstrate diplomacy, tact and conflict resolution, ability to compile information and data into meaningful reports and to measure program outcomes. Knowledge and understanding of brokerage techniques, trade math, business coaching, pitch deck development, and brand development. Knowledge of methods of planning, developing, and administering programs. Knowledge of markets and principles of international or domestic trade. Knowledge of public relations and promotional methods and techniques. Knowledge of the types of informational media appropriate to the work. Knowledge of outlets for services, products or commodities. Significant understanding of the complex nature and structure of food industry value chain economic structure. Ability to plan, coordinate, and expedite work projects. Ability to interpret complex rules and regulations. Ability to use a variety of software tools necessary to perform quality work. Ability to communicate effectively with others. Ability to establish and maintain effective working relationships with individuals, communities, and organizations. Food industry experience greatly preferred.

CERTIFICATES, LICENSES, REGISTRATIONS:

Possession of a valid driver's license is preferred.

NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Supervisor

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

Indicate any exceptions or additions to the statements of employee or supervisors.

None.

I certify that the entries on these pages are accurate and complete.

QUINN BENSINGER

3/3/2025

Appointing Authority

Date

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Employee

Date