

POSITION X2187	Extension Specialist, Value-Added Agriculture Marketing
LOCATION	University of Tennessee, Institute of Agriculture, Extension, Center for Profitable Agriculture. The Center for Profitable Agriculture is headquartered at the Ridley 4-H Center in Columbia, Tennessee. The preferable office location for the position is at the CPA headquarters, however, the office location may be flexible within Tennessee and will be determined at the time of hire.
EFFECTIVE DATE	Screening of applicants' credentials will begin immediately and will continue until the position is filled.

SALARY AND BENEFITS

Salary is commensurate with training and experience. Benefits include group hospitalization and life insurance, State Employees Retirement; Workers' Compensation; sick and annual leave; numerous University of Tennessee and state benefits programs, including liberal time off for holidays and longevity pay after three years of service; reimbursement for official travel. Flexible work is allowable according to UT guidelines.

JOB DESCRIPTION

The Center for Profitable Agriculture is a department within UT Extension and a partnership with the Tennessee Farm Bureau Federation. The Center staff work to help farmers analyze and develop value-added agriculture enterprises across the state. The Extension Specialist – Value-Added Agriculture Marketing is a full-time, non-tenure track, 100% Extension position. Success in this position necessitates a high level of individual initiative and in-person collaboration, teaching and consultation prompting overnight travel and work beyond the normal work schedule, including some evenings and weekends.

To achieve the mission of the Center, the Extension Specialist – Value-Added Agriculture Marketing will:

- Develop a statewide Extension educational program based on marketing fundamentals in support of value-added agriculture enterprise development.
- Plan, develop, implement, evaluate and report value-added educational programs with a focus on the marketing needs of clientele including general business and enterprise-specific regulations.
- Provide leadership for market analysis and development in various value-added agriculture program and project areas.
- Provide leadership in the development of Extension educational programs and participate in educational programs in various functions such as planning team member, coordinator, speaker, moderator, etc.
- Provide training in value-added enterprise development for Extension agents and Extension specialists.
- Secure external funding for programs through grants, contracts, sponsorships, gifts and/or fees.
- Evaluate and report inputs, outcomes, impacts and accomplishments.
- Assist in departmental public relations and marketing efforts by contributing to client/partner e-news list, departmental social media sites, website content, departmental reports, exhibiting opportunities, promotional items, etc.
- Stay informed of current information in the area of marketing value-added products through professional development activities such as attending seminars and professional meetings.
- Provide leadership for a program of activities that meets the needs of eligible clientele regardless of race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, genetic information, veteran status, and parental status, or any other characteristic protected by federal law.
- Assume other duties as assigned.

All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 McRose Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.

PRIMARY RESPONSIBILITIES

The primary responsibilities of the Extension Specialist will be to:

- Develop effective teaching tools such as publications, fact sheets, presentations, worksheets, news releases, web-based tools and other creative tools to enhance the delivery and understanding of information on value-added marketing and market development.
- Teach educational programs for farmers, Extension colleagues and industry partners.
- Conduct market analyses, develop marketing plans, assist in development of marketing materials and evaluate marketing strategies for value-added agriculture product ideas and enterprises submitted to the Center by farmers and agri-entrepreneurs.
- Secure external funding for programs through grants, contracts, sponsorships, gifts and/or fees.
- Work closely with other members of the Center as well as program partners in the Tennessee Department of Agriculture and the Tennessee Farm Bureau Federation.
- Contribute to and build partnerships inside and outside the department and organization.
- Support, strengthen and participate in county-based Extension programs.
- Participate in professional development opportunities.

QUALIFICATIONS

Required:

The successful candidate will be required to:

- Provide a transcript showing an earned Master's degree in Agricultural Economics, Economics, Marketing or Business Administration. A Master's Degree in a closely related field will be considered with the addition of at least 3 years work experience in value-added agriculture, direct marketing and/or agritourism which demonstrates promise in Extension responsibilities.
- Demonstrate a sound knowledge of marketing fundamentals.
- Be able to work independently and in teams.
- Be well organized with an ability to plan ahead.
- Be able to manage and prioritize responsibilities for multiple projects.
- Participate in overnight travel and work beyond the normal work schedule including some evenings and weekends.
- Apply sound judgement and represent the University positively.
- Communicate clearly and effectively in English (verbally and in writing).
- Demonstrate proficiency with computer applications such as Microsoft Office (Word, Excel, PowerPoint, Outlook), Internet (Web, e-mail), etc.
- Have a valid U.S. driver's license and a safe driving record at the time of application.

Preferred:

It is desired but not required that the successful candidate have:

- Experience in or strong understanding of conducting marketing analyses studies and developing, implementing and evaluating marketing plans.

All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 McRose Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.

- Experience in or strong understanding of value-added agriculture enterprise analysis, development and operation.
- Knowledge of and experience in using common social media applications such as Facebook, Instagram and Twitter for marketing purposes.
- The ability to use web meeting and conference platforms including Zoom and Microsoft Teams.
- The ability to develop and implement proactive educational programs.
- The ability to assess and respond to program needs of clients.
- Experience serving as a member of and providing leadership to successful multidisciplinary teams.
- Experience in grant proposal writing and development.
- Knowledge of agricultural Extension programs and the land-grant mission.
- Transcripts showing an earned Bachelor's degree in an agricultural field or significant knowledge of the agricultural industry.

Candidates with a Doctoral degree in agricultural economics, economics, marketing, business administration or closely related field are welcome to apply.

TO APPLY:

Please apply online by clicking this link: [External Applicants](#) [Internal Applicants](#)

Attach the following electronic documents to the application:

1. Letter of interest
2. Resume or curriculum vita
3. List of at least four references with contact information
4. Official or unofficial transcript(s) showing degree(s) conferred
5. Two writing samples (abstract, paper, magazine article, Extension publication, thesis executive summary, etc.)

A background check and an official transcript are required prior to hiring.

For additional information, please contact:

Megan Bruch Leffew, Search Chair
 Extension Specialist III, Value-Added Agriculture Marketing
 Center for Profitable Agriculture
 850 Lion Parkway
 Columbia, TN 38401
 Phone: 931-486-2777
 Email: mleffew@utk.edu
 Website: cpa.tennessee.edu

All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 McRose Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.