

<b>POSITION X2436</b>	Extension Specialist, Value-Added Agriculture Marketing
<b>LOCATION</b>	University of Tennessee, Institute of Agriculture, Extension, Center for Profitable Agriculture at the Ridley 4-H Center in Columbia, Tennessee
<b>EFFECTIVE DATE</b>	Screening of applicants' credentials will begin immediately and will continue until the position is filled. Target start date will be June 1, 2024.

#### **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.

#### **JOB DESCRIPTION AND RESPONSIBILITIES**

The Center for Profitable Agriculture is a center 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 provides leadership for planning, implementing and evaluating statewide educational programs in value-added agriculture marketing. 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 a program of activities that meets the needs of eligible clientele regardless of race, color, national origin, sex, age, disability, religion or veteran status.
- Provide consultations and assistance to clients through on-site visits and distance communications.
- 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.
- Write and 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.
- Provide training in value-added enterprise development and marketing for Extension agents and specialists.
- Conduct market analyses, develop marketing plans, review marketing materials and evaluate marketing strategies for value-added agriculture product ideas and enterprises submitted to the Center by farmers and agri-entrepreneurs.
- 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.
- Secure external funding for programs that promote and strengthen value-added agriculture and direct marketing activities through grants, contracts, sponsorships, gifts and/or fees.
- Evaluate and report inputs, outcomes, impacts and accomplishments.

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.

- 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, 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.
- Perform other duties as assigned.

## REQUIREMENTS

- Master's degree in Agricultural Economics, Economics, Finance, Marketing or Business Administration. Applicants graduating prior to target start date are welcome to apply.
- Sound knowledge of marketing fundamentals.
- Knowledge and skills that demonstrate promise in Extension program development, implementation, and evaluation.
- Ability to provide leadership to multidisciplinary teams as well as the ability to work as an effective team member.
- Ability to manage and prioritize responsibilities for multiple projects.
- Effective verbal and written communication skills.
- Proficiency with computer applications such as Microsoft Office (Word, Excel, PowerPoint, Outlook), Internet (Web, e-mail), etc.

## PREFERENCES

- Knowledge of agricultural Extension programs and the land-grant mission.
- Knowledge, skills or experience in developing grant proposals.
- Transcripts showing an earned Bachelor's degree in an agricultural field or significant knowledge of the agricultural industry.

### TO APPLY:

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

Attach the following electronic documents to the application:

- Curriculum vita or resume;
- Letter of interest;
- Official transcript(s) showing degree(s) conferred.

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](mailto:mleffew@utk.edu)  
 Website: [cpa.tennessee.edu](http://cpa.tennessee.edu)

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