

**Position Summary:**

Under general supervision, this position performs planning, market development, research, sales, and program administration work related to the expansion of markets for Wisconsin's agricultural products on a local, regional, and national level. Specifically, this position will work with the Local and Regional Food Program team within the Agricultural Market Development Bureau.

Local and Regional Food Programs and Services provide market and business development functions that are needed to fully capitalize on the increasing consumer demand for locally produced products. To strengthen the agricultural economy and secure our position as one of the country's top producers of diverse, high quality food products, the Local and Regional Food Program supports the growth of locally grown foods with programs such as: Buy Local, Buy Wisconsin, Something Special *from* Wisconsin™, and Wisconsin Farm to School.

This position requires knowledge in organizational planning to develop, plan, implement, and evaluate local foods programming.

**Goal A: Producer Development**

- Work with industry partners to assess current education needs of local food producers
- Lead the coordination of workshops and educational seminars
- Lead, design, execute, and archive webinar presentations
- Work with industry partners to update, maintain, write, and edit resource documents for producers
- Identify and apply to funding opportunities that support producer development programming
- Develop and implement evaluation strategies for continued improvement of producer development services

**Goal B: Consumer and Buyer Development**

- Increase consumer and buyer awareness and access to diverse high quality local products
- Develop, plan, and implement strategies to further the goals of consumer and buyer development programs including:
  - Something Special *from* Wisconsin™

**Goal C: Communications**

- Assist in outreach and communication efforts including surveys to local food producers/buyers, list-serve coordination, media releases, and press events
- Assist Local and Regional Food Program staff with writing and developing promotional literature, updating/editing website and social media activities

Limited Term Employee (LTE)

**KNOWLEDGE AND SKILLS REQUIRED BY THIS POSITION:**

- Excellent written and oral communications skills.
- Knowledge of local food producer resources and needs.
- Effective networking techniques and liaison skills.
- Attention to detail.
- Ability to organize and coordinate activities with people and projects.
- Knowledge of work planning, program development, and implementation, including the ability to promote, implement, and evaluate technical assistance programs.
- Excellent organizational and administrative skills.
- Considerable knowledge of Word, Excel, Access, Adobe, and database software.