

<b>POSITION TITLE:</b>	Associate Horticulture/Industry Relations Specialist		
<b>COMPANY:</b>	Michigan Farm Bureau		
<b>DEPARTMENT ID:</b>	Commodity/Farm/Industry Relat (833)		
<b>POSITION LEVEL:</b>	10	<b>FLSA STATUS:</b>	Exempt
		<b>EEO STATUS:</b>	Prof
<b>PREPARED BY:</b>	Human Resources	<b>WC CODE:</b>	8810
<b>DATE PREPARED:</b>	January 2019	<b>APPROVAL DATE:</b>	January 2019

To address issues impacting the horticultural industry and develop alliances and cooperative efforts with horticulture and direct marketing associations, thereby positioning Michigan Farm Bureau (MFB) as the premier farm organization in addressing these issues.

Members Served:	199,000
County Farm Bureaus:	65
Companies Served:	Michigan Farm Bureau and its Affiliated Companies; Various Commodity Associations

Reports to:	CCFIR Manager/Livestock & Dairy Specialist
Supervises:	None
Staff Relationships:	Michigan Farm Bureau President, Chief Operating Officer, General Counsel/Treasurer, Legal Department, Public Policy & Commodity Division, Ag Labor & Safety Services (ALSS), Center for Commodity Farm & Industry Relations (CCFIR); Michigan Agricultural Cooperative Marketing Association (MACMA); All Divisions and Departments within Michigan Farm Bureau and its Affiliated Companies
Other Relationships:	American Farm Bureau Federation; Michigan State University Research and Extension Specialists; Michigan Department of Agriculture and Rural Development; Michigan State Horticultural Society; Michigan Vegetable Council; Various Agricultural Commodity Organizations; United States Department of Agriculture; Agricultural Market Service; Commodity Procurement Department; Michigan Farm Bureau Board of Directors

## **CORE COMPETENCIES:**

**Demonstrates ‘individual contributor’ core competencies.**

- Member/Customer Focus (develops trusted relationships with all internal and external members/customers)
- Communication (communicates effectively through multiple ways to a variety of audiences in an effective and transparent manner)
- Adaptability (adapts to new information, changing conditions and unexpected obstacles)
- Accountability (holds self and others accountable for achieving quality results)
- Collaboration (works effectively with others to create a team-based environment)
- Critical Thinking (examines issues, ideas and situations to impact results and implement improvements)

## **KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to handle simultaneous demands on time and attention
- Ability to work independently with minimal supervision
- Ability to work with a high degree of accuracy
- Ability to work within Farm Bureau policies and procedures
- Analytical skills
- Commitment to goals and objectives
- Excellent oral and written communication skills
- Expertise in horticulture and specialty crop issues and industry
- Detail planning skills
- Knowledge of agricultural labor/safety issues, pesticide use/regulation, risk management tools
- Internet research aptitude and computer skills
- Interpersonal skills with strong working relationships
- Organizational skills
- Problem resolution skills
- Strong project management skills

## **ESSENTIAL FUNCTIONS:**

Provide regular communication with and help foster mutual activities on issues by establishing and maintaining favorable working relations with other groups and organizations, including agricultural and commodity groups, business and trade associations.

Direct the development of strategy with allies as guided by Farm Bureau Policy in order to obtain maximum influence and results on mutual commodity, economic and regulatory issues.

Direct administrative services and program support to commodity organizations.

Provide research and management of horticulture and direct marketing issues affecting members and growers which will ultimately result in raising the net farm income for producers of these commodities.

Assist in the dissemination of agricultural labor and safety-related information.

Assist in the education of Farm Bureau members on agricultural labor and safety-related issues.

Provide information to members and coordinate activities involving commodity specific issues impacting horticulture.

Serve as primary staff contact to keep Farm Bureau members, elected leaders, and management informed of issues and activities pertaining to labor and pesticides.

Provide leadership and support for the state Fruit & Vegetable, Nursery & Greenhouse, Labor, and Direct Marketing Committees.

Assist in the development and implementation of commodity policy recommendations as approved by the Michigan Farm Bureau delegates.

Assist in the preparation and presentation of testimony at public hearings on specific commodity issues.

Provide resource information and background materials concerning major horticultural, labor and direct marketing issues.

Assist MACMA in identifying market opportunities that exist in horticulture.

Assist county Farm Bureaus and MACMA in their efforts to address horticultural, labor and direct marketing issues.

Promote a better understanding of agriculture and its contribution to the economy through presentations, press interviews, correspondence, special programs, reports, video pieces and personal contacts, and internet-based program delivery methods (i.e., WebEx, Skype, YouTube, etc.).

Provide timely reports to news media and members on commodity/economic issues and events, as well as outlook for commodity markets and the agricultural economy.

Provide timely issue updates for web, digital and social media distribution, working with the Public Policy Communications Specialist and Administrative Coordinators. Identify opportunities and develop programs and strategies to enhance farm income.

Plan, direct, collaborate on and conduct education seminars, conferences and meetings on marketing strategies, risk management, international trade and value-added issues and opportunities for Farm Bureau members.

Attend major events and meetings sponsored by Farm Bureau, as well as other agricultural groups and properly represent Farm Bureau and its policies at such meetings.

Assist with MFB policy development activities, including staffing subcommittees during the policy development process and MFB Annual meeting. Assist in the conduct of statewide, regional or district policy development meetings for county Farm Bureau leaders.

Assist the manager of CCFIR in carrying out any of the overall functions and day-to-day operations of the department and assist with other MFB events and programming as may be deemed appropriate.

## **OTHER FUNCTIONS:**

Assist the Public Policy and Commodity Division director and other division staff in addressing commodity and legislative issues as assigned.

Serve as liaison to MACMA through participation at staff meetings and attendance at various MACMA activities and outstate meetings.

Assist the State Policy Development Committee in researching and addressing commodity related issues.

*The primary purpose of this position description is to aid in establishing a salary range for this position classification. Only those duties necessary for proper position evaluation and/or labor market analysis have been included.*

## **EMPLOYMENT QUALIFICATIONS:**

**Education:** Bachelor's degree in agriculture or related field required, or equivalent experience may be considered.

**Experience:** Two years or more experience working within Farm Bureau and/or a commodity association preferred. Experience in grower association activities, including crop, market and price-related functions preferred. Experienced computer usage in Microsoft Office programs (i.e., Word, Excel, PowerPoint and Outlook) and the Internet required.

**Other Qualifications:** Ability to network with industry leaders in order to collaborate together in addressing commodity issues required. Must possess a valid driver license with an acceptable driving record. Demonstrated ability to communicate clearly, succinctly and in a manner that appeals to a wide audience, including via telephone, e-mail and text messages.

*The qualifications listed above are intended to represent the minimum skills and experience levels associated with performing the duties and responsibilities contained in this position description. The qualifications **should not** be viewed as expressing absolute employment or promotional standards, but as **general guidelines** that should be considered along with other position-related selection or promotional criteria.*

*This position requires the ability to perform the essential functions contained in this description. These include, but are not limited to, the following requirements. Reasonable accommodations will be made for otherwise qualified applicants unable to fulfill one or more of these requirements in the absence of such accommodations.*

**Physical Requirements:** Must be sufficiently ambulatory to travel in connection with the position. Because of the extensive interpersonal contact, both in person and over the telephone, must have no significant hearing or speech impairment. Because of the extensive reading and writing required by the position, must have no significant sight impairment.

**Working Conditions:** Temperature controlled office environment. Must be able to work outside of standard business hours when necessary. May be exposed to outdoors and all weather conditions. May be exposed to odors, contaminants, or other hazardous conditions. Overnight travel may be required both in and out of the state of Michigan.

**NOTE:** The above position description is intended to describe the major functions and characteristics of this position. It is not intended to describe all the functions or responsibilities which may be assigned to the incumbent employee. Please refer to job posting for any additional functions or responsibilities. It is always within the employer's right to add to, delete from, or further modify this job description at any time. This document is not to be construed as an employment contract of any type. .