

NEBRASKA AGRICULTURE TRADE REPRESENTATIVE

DESCRIPTION: Under direction from the agency Director, plans, directs, supervises and implements activities for international marketing of Nebraska agricultural products; functions as a trade representative for the Governor and the agency Director in negotiations with foreign countries to create opportunities for Nebraska exports; represents Nebraska on all international agriculture trades; performs related work as assigned.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Works directly with and through international marketing companies and corresponding governmental agencies to allow the export of Nebraska agriculture and agribusiness products from the United States to an international destination.

Researches and identifies opportunities for exporting Nebraska's agriculture and agribusiness manufacturing products.

Represents and promotes Nebraska agriculture at various functions (domestic and international) to enhance, educate and promote agriculture products.

Develops marketing and promotional strategies to facilitate efficient and cost effective promotion of Nebraska's agriculture and agribusiness products.

Directs policy and trade negotiations in conjunction with the Foreign Agriculture Service and American Embassy staff located in countries identified as possible export markets for Nebraska's agriculture and agribusiness products.

Plans, directs and implements the Governor's and Lt. Governor's international trade missions which involve working with high-level, international governmental officials.

Confers with private Nebraska agriculture companies, manufacturing companies, foreign government officials and foreign buyers to establish and evaluate opportunities beneficial for both exporting and importing companies. Evaluates corresponding trade issues that may have a direct impact on the success or failure of these activities.

Evaluates trade opportunities as presented.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of: crop and livestock production in Nebraska; principles and practices of international trade regulations; business practices and agriculture economics involved in exporting goods; promotional marketing methods and techniques; production, processing and distribution of livestock and meat products.

Ability to: understand different cultures; develop work priorities for effective use of available resources; establish and maintain effective working relationships with public and private officials and the general public (domestic and foreign); express ideas clearly and concisely orally and in writing.

ENTRY KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (Applicants will be screened for possession of these through written, oral, performance, and/or other evaluations.)

Knowledge of: crop and livestock production in Nebraska; principles and practices of international trade regulations; agriculture marketing and promotion; public administration principles; production, processing and distribution of livestock and meat products.

Ability to: understand different cultures; develop work priorities for effective use of available resources; establish and maintain effective working relationships with public and private officials and the general public (domestic and foreign).

Skill in: communicating in oral and written form to domestic and international parties.

JOB PREPARATION GUIDELINES: (Entry knowledge, skills and/or abilities may be acquired through, BUT ARE NOT LIMITED TO, the following coursework/training and/or experience.)

Any combination of training and/or experience that will enable the incumbent to possess the required knowledge, skills and/or abilities. A general qualification guideline for positions in this class is Bachelor's degree in Business Administration, Marketing, Management, International Trade or International Management plus 5 years management and marketing experience; 3 of which include international marketing experience.

Basic understanding of a variety of foreign languages (Spanish, Russian, German, Japanese and Chinese) to communicate key travel phrases and effectively work with foreign representatives and interpreters preferred.

SPECIAL NOTE

Regular international travel is required. This may cause exposure to pathogens and disease from air pollution and/or consumed food not typical in the United States. Additionally, international travelers may experience the opportunity for violence in many forms. All available precautions are taken to provide safety during such travels, including close relationships with the American Embassy.

Overseas trips customarily involve flights from 8 to 15 hours.