

COUNTY OF SOLANO
CLASS SPECIFICATION

Farm Assistance, Revitalization, and Marketing Coordinator

CLASS SUMMARY:

The Farm Assistance, Revitalization, and Marketing (FARM) Coordinator performs a wide variety of activities to facilitate and promote economic growth of agricultural production and agri-business within the County; protect environmental and agricultural resources; and function as a county liaison and ombudsman to growers, producers, food processors and the agricultural community at large.

ESSENTIAL DUTIES:

This class specification represents the core areas of responsibilities; specific position assignments will vary depending on the needs of the department.

Works with growers, dairies, ranches, food processors, and others in the agricultural community and coordinates with committees, commissioners, county departments, advisory boards, and other public and private agricultural support organizations to research and assess economic and growth needs; to create and administer programs and practices to address needs; to create strategic marketing and economic plans; and to protect agricultural and environmental resources.

Serves as ombudsman to the agricultural communities by representing their interests; providing conflict management between the agricultural communities and the general public; investigating and resolving complaints; providing linkages to appropriate services and support systems; assisting with business development and process guidance; and assisting with other technical, regulatory, and governmental processes and issues affecting agriculture, land and water use, environment, and planning.

Provides strategic leadership in identifying and developing initiatives to enhance and promote agricultural economic growth; protect agricultural resources; and improve agricultural awareness and consideration in County planning and policy development activities.

Serves as liaison and technical advisor to public bodies, planning officials, task forces, and law and code enforcement bodies on issues affecting the agricultural communities.

Researches and designs planning documents and develops policies necessary to support agricultural operations.

Develops and administers public relations and public awareness campaigns; agricultural planning meetings and educational workshops; and community education activities.

Pursues external funding from granting entities.

Develops and maintains relationships with producers, growers, dairies, ranchers, food processors, agricultural interests, technical experts and others involved in agricultural sustainability and agricultural marketing.

Performs other duties of a similar nature and level as assigned.

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Training and Experience:

Bachelor's Degree in a related field and four years of professional level governmental and public relations experience in the areas of agricultural, environmental, resource conservation, and/or business development.

A Master's Degree in a related field may substitute for two years of professional level experience.

Licensing/Certification Requirements:

Valid California Driver's License, Class C

Knowledge of:

- Applicable federal, state, and local laws, statutes, codes, rules, regulations, and guidelines
- Economic, environmental, resource, legal, and human issues affecting rural-urban communities
- Agricultural and environmental programs and economic issues
- Agricultural land and water use planning and resource protection
- Market development and analysis
- General business practices
- Marketing and public relations
- Mediation and negotiations techniques
- Project and program planning, supervision, and evaluation
- Grant writing / funding strategies and procedures
- Relevant computer application and internet use

Skills in:

- Interpreting and applying applicable federal, state, and local laws, rules, and regulations to determine compliance with standards and regulatory limitations
- Working with community leaders, agencies, organizations, and individuals operating in agricultural businesses and governmental, non-profit, educational, and media sectors
- Gathering, organizing, analyzing, and presenting complex data, information, evidence and facts orally and in written reports
- Communicating effectively, both verbally and in writing
- Assessing information requests and researching related land use regulations and policies to compile and analyze data on economic, social, regulatory and physical factors affecting land use
- Using computers and related software such as project management, word processing, spreadsheet, graphic, and presentation software
- Working directly with the agricultural community; providing customer service and consultation; communicating technical information and advice, eliciting cooperation, and resolving conflicts and grievances
- Interpreting maps, CAD and GIS drawings, and land use data

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Skills in: (continued)

- Establishing and maintaining harmonious working relationships with all those contacted in the course of work

ADA Requirements:

Positions in this class typically require: standing, walking, fingering, grasping, talking, hearing, seeing and repetitive motion.

Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

Other Requirements:

- Subject to internal and external environments that may include fumes, odors, dusts, gases, pollens, hazardous chemicals, inclement weather, varying temperatures, and walking on uneven ground
- May be required to work after hours and weekends
- Independent travel required

Class History Information:

Approved by CSC April 9, 2008