



## **DIRECT MARKET EDUCATOR - CORTLAND, NY**

The Direct Market Educator for Cornell Cooperative Extension Association of Cortland County will be responsible for implementing educational programs and support that provide direct producer-to-consumer market opportunities to local farmers, producers, and value-added food processors in South-Central New York. The goal of this position is to enhance the economic vitality of agri-businesses in the South-Central New York region by utilizing established resources in addition to awarded funding from the USDA Farmers Market Promotion Program.

This position will utilize these resources to provide educational programming to agriculture producers, new/beginning farmers, new food entrepreneurs, and the public; resulting in the increase of the public's familiarity with local agricultural markets.

This position will provide training and direct assistance on basic technology skills, website development, social media, online sales platforms, search engine optimization, print advertising, signage, retail displays, product demonstrations and sampling, market analysis, market trends, business/marketing plans, wholesale marketing, licensing/certifications, payment methods, and related topics.

This position will also provide support/education for/at events for the larger public that showcase the agriculture industry and market the availability of products grown and/or produced in the South-Central New York Region (e.g., STEAM fairs, tabling events, networking opportunities). This position will assist with CCE's marketing efforts related to Agriculture and Local Foods. This position is funded by an awarded USDA Farmers Market Promotion Program grant and is a two-year position.

### **POSITION DETAILS:**

This position is a full-time non-exempt position, 40 hours per week, 100% FTE. The hourly rate for this position is \$19.23 to \$20.43 commensurate with experience. This position, based on eligibility, offers a comprehensive benefit package, to include: health and dental insurance, retirement, vacation, sick and personal leave. This position is funded by an awarded USDA Farmers Market Promotion Program grant and is a two-year position.

Sponsorship for employment visa status is not available for this position.

### **IMPORTANT INFORMATION FOR APPLICANTS:**

- All applicants must apply online by close of day on December 31, 2024 to be considered for this position. All applicants must complete an application online, which includes: cover letter, resume and three (3) references.
- Please contact the CCE office at 607-391-2660 with questions.
- Link to apply – [https://cornell.wd1.myworkdayjobs.com/en-US/CCECareerPage/job/Direct-Market-Educator---Cortland--NY\\_WDR-00048140](https://cornell.wd1.myworkdayjobs.com/en-US/CCECareerPage/job/Direct-Market-Educator---Cortland--NY_WDR-00048140)