

PROGRAM SPECIALIST
(AGRICULTURAL AND ENVIRONMENTAL RESOURCES)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this position is responsible for assisting in the development and implementation of programs associated with the Hilltop Hanover Farm and Environmental Center to support the County's agriculture, farmland environmental protection, and sustainability programs. The incumbent will also be responsible for leading operations at the facility in the absence of the Program Administrator. Duties include promotion of the facility through advertising of farm programs and maintaining all Hilltop Hanover Farm social media accounts and performing community outreach functions; assisting with the coordination and implementation of educational, curatorial, and recreational programming that fulfills the mission of the farm; ensuring historic preservation and upkeep of the 17th century homestead and all structures; working with professional and community organizations to develop partnerships; conducting tours of the site, and coordinating community and school education programs. Supervision is exercised over part time and seasonal employees. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Assists in the development and implementation of plans for programs and activities at Hilltop Hanover Farm and Environmental Center;

Assists in promoting and marketing the facility through social media, distribution of brochures, and by researching marketing trends;

Oversee the recruitment, registration and scheduling of programs

Monitors the delivery of services and scheduling, making recommendations when necessary;

Prepare and submit projections and future forecasting of programs and services

Creates visual and social marketing content across all communications including print, e-newsletters, social media

Communicates with members of the public and others contacts by responding to inquiries from various points of contact;

Manages and updates the Hilltop Hanover Farm website;

Conducts outreach to local news and community outlets;

Maintain Hilltop Hanover Farm social media accounts by posting regularly on various platforms in collaboration with PRC marketing strategies;

Assist in annual budget preparation by tracking expenditures and generated revenue, tracking vendor invoices and other financial record keeping;

Assist with tracking and implementing sustainability improvements throughout the facility, including purchasing products, researching methods to minimize fossil fuel use, and other carbon auditing;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Support event planning, marketing, set up and management;

Supervision of annual, seasonal and hourly employees

Conducts studies and special projects that focus on sustainability, as needed;

Uses computer applications or other automated systems such as word processing, calendar, email and database software in performing work assignments;

May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND ATTRIBUTES: Good knowledge of the agricultural industry and current agricultural programs; good knowledge of the operation of farm equipment, processes, methods and terminology necessary to production management of the growing of crops (including nursery plant material) and the care of animals; good knowledge of state and federal regulations and legislation with regard to sustainability, agricultural and environmental issues; good knowledge of global and regional sustainability, agricultural and environmental issues; good knowledge of the principles and practices involved in agricultural practices, farmland protection, environmental science, sustainability, and ecological restoration; ability to develop effective and efficient project plans; ability to coordinate and supervise the work of others, including subordinate staff and licensees at the site; ability to establish and maintain effective working relationships, particularly with related federal, state and local government agencies, and not-for-profit organizations; ability to communicate effectively orally, graphically, and in writing to a wide variety of audiences; ability to use computer applications such as spreadsheets, word processing, calendar, email and database software; tact, good judgment, initiative, resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either: (a) a Bachelor's Degree* and two years of experience where the primary function of the position was in operations or production management, or in the implementation of agricultural, horticultural, or environmental programming, or (b) a Bachelor's Degree* in agriculture, environmental science, horticulture, plant sciences, ecological restoration, engineering or a related field and one year of experience as described in (a).

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.

West. Co.
J. C.: Competitive
EMRC

Job Class Code: C3336
Job Group: X