

DIRECT MARKETING AND AGRIBUSINESS EXPERTISE SOUGHT
POSITION ANNOUNCEMENT – NEW SEARCH – TENURE TRACK FACULTY
County Agent III (equivalent to Assistant Professor)
Cape May County

AVAILABLE: Immediately, open until filled

OVERVIEW: Cape May County is the southernmost county in New Jersey. Much of the county is located on the Cape May Peninsula, bounded by the Delaware Bay to the west, and the Atlantic Ocean to the south and east. Adjacent to the Atlantic coastline are five barrier islands that have been built up as seaside resorts. A consistently popular summer destination with 30 miles of beaches, Cape May County attracts vacationers from New Jersey and surrounding states, with the summer population exceeding 750,000. This is nearly 8 times that of the general residential population of 93,553 (2017 Census), making it the state's second-least populous county. Tourism generates annual revenues of about \$6.6 billion as of 2018, making it the county's single largest industry. More detail on the agricultural industry can be found at www.nj.gov/agriculture/sadc/home/genpub/capemayplan.pdf. As of the 2017 Ag Census, there were 164 farms on 8,135 acres, averaging about 50 acres per farm. The full ag census summary for Cape May County can be found at www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/County_Profiles/New_Jersey/cp34009.pdf.

NATURE & PURPOSE:

- This tenure-track faculty position will provide leadership and support for the commercial agricultural industries in Cape May County and throughout the southern region of NJ.
- Specific emphasis and expertise is sought in agribusiness planning, including agritourism and retail marketing; wineries and craft beverages; assisting beginning farmers; niche crop and livestock production; and risk and financial management.
- Expertise or a working knowledge of a wide range of crops and crop production systems.
- Coordinate implementation of programmatic efforts with fellow RCE faculty and staff to develop outreach/education methods and materials.
- Expected to garner external resources through grants and contracts, and alternative funding streams for support of the program.
- Participate in appropriate Departmental, Cooperative Extension, New Jersey Agricultural Experiment Station (NJAES), School of Environmental and Biological Science, Rutgers University and county administrative functions.

ACADEMIC RANK:

County Agent III (equivalent to Assistant Professor), Tenure track, 12 months, 100% Extension appt. in Department of Agriculture and Natural Resources, Rutgers School of Environmental and Biological Sciences.

SALARY: Commensurate with experience

BENEFITS: Excellent personal benefits package, including 22 days of annual leave per year, health insurance, life insurance, retirement program, and professional improvement opportunities

EDUCATION & EXPERIENCE:

- Bachelor's and Master's Degrees from an accredited institution in agriculture, plant science, agriculture economics, agriculture business management, business administration, or combination of these or related fields of study, with three years minimum professional experience required for appointment to the rank of County Agent III (equivalent to Assistant Professor).

- Research experience in experimental design, data collection, evaluation and analysis is preferred.
- Effective public speaking and presentation skills for program delivery and communications to clientele are required.
- Supervisory or managerial experience is preferred.
- Evidence of successfully training, mentoring, and evaluating staff, ensuring the requirements and objectives of program outreach and impact.
- Have the ability to work cooperatively and communicate with staff and clientele.
- Computer proficiency is required.
- Willingness and dedication to commit to the long hours associated with the position are expected.
- A valid NJ driver's license or ability to acquire said license is a necessity for the performance of this position

APPLICANT EXPECTATIONS

- Demonstrated expertise in and provide leadership to develop, implement, and evaluate educational programming and applied and evaluative research appropriate to the needs of the clientele in direct marketing, agritourism, agricultural economics
- Maintain knowledge and provide assistance in general agricultural topics and crop production
- Provide research and support for small and beginning farmers, wineries and craft beverage production, direct retail farm marketers, and agricultural production efforts
- Design and implement applied or evaluative research with measurable impacts on clientele and the profession
- Collaborate with farmers and agricultural groups, municipal and county governments, non-governmental organizations in the county and region
- Assess needs, share research-based information to achieve knowledge gain and skills development, and document changes in clientele practice or conditions
- Coordinate implementation of programmatic efforts with fellow RCE faculty and staff in the region and across the state to develop outreach/education methods and materials
- Expected to garner external resources through grants and contracts, and alternative funding streams for support of the program
- Participate in appropriate Departmental, Cooperative Extension, New Jersey Agricultural Experiment Station (NJAES), School of Environmental and Biological Science, Rutgers University and county administrative functions.
- Expected to establish an outstanding program in forage and grain, animal agriculture and agribusiness management, the merits of which will lead to regional and/or national recognition.

EQUAL OPPORTUNITY EMPLOYER: Rutgers, The State University of New Jersey, is an Equal Opportunity/Affirmative Action Employer. Qualified applicants will be considered for employment without regard to race, creed, color, religion, sex, sexual orientation, gender identity or expression, national origin, disability status, genetic information, protected veteran status, military status or any other category protected by law. As an institution, we value diversity of background and opinion, and prohibit discrimination or harassment on the basis of any legally protected class in the areas of hiring, recruitment, promotion, transfer, demotion, training, compensation, pay, fringe benefits, layoff, termination or any other terms and conditions of employment. Individuals covered by Section 503 of the Vocational Rehabilitation Act of 1973 or Section 402 of the Veteran's Readjustment Assistance Act of 1974 may self-identify; please do so in the cover letter transmitting your curriculum vitae/resume. Employment eligibility verification required. To learn more about Rutgers University, Rutgers NJAES Cooperative Extension and our employment opportunities, visit our websites at: <http://www.njaes.rutgers.edu/jobs/>. Public Safety Information regarding public safety at Rutgers, The State University of New Jersey is available in the annual security report "Safety Matters." This report may be viewed online at <http://publicsafety.rutgers.edu>.