

Position Description

Administrative Manager - Export and Business Development Bureau Director

Division of Agricultural Development - Wisconsin International Agribusiness and the Economic and Innovation Centers

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Position Summary

Under supervision of the Administrator, the Bureau Director position serves as a member of the Division of Agricultural Development management team and participates in strategic planning, setting overall Division and Bureau direction and policies, and assisting in decision-making processes. This position oversees and directs the staff responsible for program planning, development, and implementation of the Wisconsin International Agribusiness Center and the Economic and Innovation Center programs and policies. The position is also responsible for policy development, oversight of program funding, and budget management and analysis pertaining to bureau operations.

This position has significant responsibilities related to market development outreach activities such as participating in public forums, as well as providing informational and technical materials regarding program opportunities. The position is responsible for developing international trade and marketing strategies, as well as building relationships to promote Wisconsin agricultural business development efforts. The position manages economic development consultants who identify agribusiness companies and/or cooperatives that are interested in expanding their business opportunities and provide them with market development consultation services in order to expand food and agricultural sales.

The position provides the primary back-up support to the Administrator in areas related to international trade, domestic agribusiness development and economic development programs, as well as liaison activities as assigned.

Goals and Worker Activities

25% Goal A: Leadership and supervision of Bureau staff.

- A1. Provides direction and leadership in the administration of Bureau programs, defining work priorities and goals and maximizing available staff and financial resources to achieve those priorities.
- A.2 Provide supervisory oversight of all bureau staff.
 - Develop employee objectives and conduct employee performance evaluations.
 - Establish professional development/training plans.
 - Manage all aspects of approving of leave schedules, training requests, and time reporting.
 - Recommend reclassification, discipline and termination of staff and review for compliance with applicable standards and rules.
 - Receive, process, and reply to grievances.
- A3. Schedule work assignments and oversee development and delivery.
- A4. Manage the recruitment, selection and hiring of new staff. Review the hiring processes to assure fairness and equal opportunity for all applicants.

20% Goal B: Administration of Bureau strategic planning, policy development, and program objectives, including support to the Division.

- B1. Participate in Division and Bureau strategic planning related to program priorities and initiatives, staffing and training needs, and continuing quality improvement.
- B2. Develop and/or administer Bureau program policies, participating in the development or revision of policies, legislation, and programmatic requirements affecting the Bureau and Division programs or initiatives (e.g., funding programs and policies, new initiatives, operational policies, etc.)
- B3. Oversee and prepare evaluation and impact reports on Bureau programs as needed for the Administrator.

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- B4. Maintain and develop effective, on-going working relationships with key governmental entities, news and broadcast media, and other organizations involved with the Division.
- B5. Develop federal or interagency agreements in support of Bureau program initiatives. Review contracts or agreements, consulting with legal counsel and finance staff, as appropriate.
- B6. Provide oversight and direction in the development and implementation of externally funded programs. Make recommendations relative to what funding is available and under what conditions funds may be expended.
- B7. Lead team in the research and evaluation of opportunities to grow Wisconsin agricultural products exports. Review findings with the Administrator to recommend and develop strategies for Bureau programs.

20% Goal C: Management of Bureau programs and services provided by staff related to all phases of agribusiness development, marketing, and international trade.

- C1. Routinely conduct a workload analysis to determine effectiveness of programs, their processes and efficiency.
- C2. Direct staff collection and evaluation of statistical, market, survey, or other data to identify international market development activities and opportunities. Prioritize and assign market development projects or proposals to Bureau staff.
- C3. Manage international market development consulting services to agribusinesses and organizations. Provide project coaching, consulting, management, and outreach as necessary.
- C4. Manage SharePoint reporting for Bureau programs and services.
- C5. Review staff market and proposed project plans and provide feedback as appropriate.
- C6. Manage Bureau assistance to outside entities regarding new programs, the presentation of business and marketing proposals, funding needs, training needs, etc.
- C7. Oversee Bureau awarded externally funded programs, managing the relationship with federal and state partners, review and oversight of applications, reporting and compliance requirements.
- C8. Direct staff in the development of publications and outreach materials for Wisconsin companies/cooperatives to ensure they are aware of export opportunities and Bureau programs and services.
- C9. Develop teams and assign staff for complex or large projects where varied expertise is needed and work with other bureaus to develop inter-bureau teams as required.

10% Goal D: Management and direction of international trade and marketing activities to promote Wisconsin business development.

- D1. Develop or oversee relationship development with foreign, U.S. national and Wisconsin officials, dignitaries, agribusiness industry organizations, for purposes of development of business relationships.

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- D2. Review Bureau research and analyze trade policies and data to provide guidance and technical advice to agribusiness and Department management.
- D3. Manage the identification of export market opportunities for Wisconsin products and direct the development of business plans.
- D4. Oversee and develop information on US and State of Wisconsin tax, tariff and business regulation information to foreign governments and businesses. Connect foreign entities with the appropriate Department staff resources.
- D5. Perform other related duties as assigned.

15% Goal E: Oversee initiatives for the Wisconsin International Agribusiness Center and the Economic and Innovation Center agribusiness client base and partner with other state, federal and local agencies, universities, the Legislature, and the public to serve client needs.

- E1. Direct or participate in external forums to share information on the services provided by the Bureau and department.
- E2. Oversee the collection, creation and dissemination of information and educational material on Wisconsin agricultural export products and international market development opportunities, new uses, value added opportunities, export requirements, and other issues of interest to Wisconsin agribusiness.
- E3. Develop outreach strategies and activities to ensure that businesses are aware of the economic development support services available from the department and other sources.
- E4. Manage reports, newsletters and externally facing information on Bureau, Division and Department programs and services.
- E5. Respond to contacts by interested parties and assist with various policy and program issues related to international agribusiness and in Wisconsin market development, retention and expansion.
- E6. Work with the Division and Department staff to develop press releases on program activities.
- E7. Represent the Department as an international market development expert.
- E8. Respond to information requests from media, and other interested groups to convey mission and services of the Wisconsin International Agribusiness Center and the Economic and Innovation Center

10% Goal F: Management of the Bureau's budget and related fiscal processes.

- F1. Support the Division's budget development and management, including:
 - Managing the Bureau's operating budget and actively participating in the quarterly reviews of the fiscal year budget with the Secretary's Office.
 - Implementing internal procedures to review appropriations and expenditures and recommend improvements or corrective actions.
 - Identifying funding needs and work with Department managers or industry representatives to develop and implement options to meet those needs.

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- F2. Review expense reports, out-of-state travel requests, purchasing card transactions, and spending requests submitted by staff for approval.
- F3. Work with staff on reports to document the Bureau's program evaluations and accomplishments.
- F4. Provide support for other programs or projects as requested.

Knowledge, Skills, and Abilities

- Knowledge of strategic planning, including short and long-range planning.
- Knowledge and skill related to policy analysis, development, and implementation.
- Knowledge of and skills related to project management.
- Knowledge of and skills related to program planning and management. This includes analytical methods, work planning, and evaluation techniques to ensure quality and effectiveness of assigned programs.
- Knowledge of economic development and/or marketing strategies, including the ability to identify target markets, develop market entry strategies and identify investment opportunities in the state.
- Knowledge of international trade and marketing strategies.
- Ability to serve as an agency representative and liaison with foreign officials and domestic suppliers; this includes skill in networking and supporting foreign/domestic partnerships.
- Knowledge of exporting and export regulations and practices.
- Knowledge of economics and business management principles and practices.
- Strong analytical and problem resolution skills.
- Knowledge of public and private agencies, especially in the areas of agricultural markets and exports.
- Knowledge of supervisory and personnel management practices (e.g., hiring, discipline, grievance, performance evaluation, training, etc.); this includes strong leadership and team building skills.
- Knowledge of resource allocation (e.g., staffing needs, equipment, monetary resources, etc.) to meet program needs and objectives.
- Knowledge of budget development and management, including biennial and operating budgets.
- Knowledge of the enabling legislation, administrative rules, policies, and standards used to administer the Division's programs.
- Effective outreach and training skills, including the ability to coordinate efforts with external entities.
- Effective oral and written communication skills, including effective report writing, public speaking skills and interpersonal communications.

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- Strong interpersonal skills, including the ability to work with people having varying interests and points of view.
- Knowledge of research techniques, data collection and effective data analysis.
- Knowledge of survey development and implementation.
- Knowledge of information technology applications, systems and trends for use in division program areas.

Special Requirements

- 1) Occasional travel (10-20%) within the State of Wisconsin, out of state, and internationally for meetings, conferences, and trade missions.
- 2) Possession of, or ability to obtain, a valid Wisconsin driver's license or the ability to provide one's own transportation for work purposes.
- 3) Ability to obtain and maintain a U.S. passport and other required documentation for international travel.

Additional Information: Fluency in a second language is desirable, but not required.