The Extension Specialist is a member of the faculty of North Carolina State University. He/she provides educational leadership for a statewide program in a subject-matter field, consistent with the philosophy, policy, and overall educational objectives of the North Carolina Cooperative Extension Service. The specialist provides training and educational support materials for Field Faculty and staff and their clientele in assigned subject-matter or issue areas. The specialist works both individually and as part of teams to plan, implement, and evaluate Extension programs relating to the area of specialization. Depending on the specific assignment, a Specialist may or may not hold an academic, tenure track appointment.

Major Functions and Tasks

Function 1. Provides direction for a statewide program in a specific subject-matter field or issue area.

Tasks:

1. Seeks out and interprets trend and outlook information in subject-matter field.

2. Informs and interprets to the administrative and supervisory staff the scope and potential value of programs in the subject-matter field.

3. Cooperates with State, regional, and County faculty/colleagues in developing Plans of Work and reports for assigned project area.

4. Works with Field Faculty and staff to coordinate program-planning efforts in the assigned subject-matter area with those of other organization, groups, and agencies having common interests.

Function 2. Provides support to Field Faculty and staff in implementing county Extension programs.
Tasks:

1. Provides in-service training for Field Faculty and staff in his/her area of expertise.

2. Provides Field Faculty and staff with appropriate support materials for their educational program efforts.

3. Trains Field Faculty and staff to teach subject matter to volunteer leaders and other resource persons.

4. Provides educational support to Field Faculty and staff as needed.

5. Assists Field Faculty and staff in program design and impact determination within his/her subject matter area.

6. Plans and conducts applied research projects where necessary to develop knowledge required for successful program support.

7. Encourages adoption of innovative educational methods and delivery systems.

Function 3. Performs program responsibilities external to planned county Extension programs.

Tasks:

1. Provides information to the general public through the mass media (popular magazine articles, radio, television, etc.).

2. Works with relevant commodity groups, organizations, and industrial firms.

3. Helps develop and conduct training programs for personnel in industry and other agencies.

4. Functions as an interpreter of research findings and assists in the identification of problems to be researched.

5. Writes articles for professional journals, newsletters, and other publications.

6. Anticipates long-range program issues and helps the organization plan for them.
7. Assists with marketing of the organization and its accomplishments.

Function 4. Develops and maintains an understanding of the role of the North Carolina Cooperative Extension Service as an educational agency.

Tasks:
1. Understands and supports the mission of the organization.
3. Keeps abreast of internal and external policies affecting the organization and operation of the North Carolina Cooperative Extension Service.
4. Maintains an understanding of the organizational resources of the North Carolina Cooperative Extension Service.
5. Understands the specialist's role as an Extension educator and the relationship of this role to other faculty in the County, Department, College, and University.
6. Is knowledgeable about and maintains contact with related educational groups in area of specialization.

Function 5. Continuously strives to maintain a high level of professional competence.

Tasks:
1. Acquires an understanding of the professional requirements of a specialist.
2. Continuously assesses personal level of competence in relation to the changing requirements of the job.
3. Develops and pursues a continuous program of professional improvement in both subject matter and educational methodology.
4. Obtains the counsel and approval of supervisor(s) in developing and implementing professional improvement programs.
5. Belongs to and actively participates in professional societies.
Function 6. Assists with University program activities.

Tasks:

1. Meets the University service expectation that all faculty become involved in the operation of the Department, College, and University by serving in various capacities (for example, on committees, boards, panels, task forces, etc.).

Relationships

The Specialist is responsible to the Department Extension Leader and/or Department Head for planning, implementing, marketing, and evaluating a program of work in his/her area of specialization. He/she is responsible also through the Department Head/Department Extension Leader to the Office of the Director.

The Specialist is an authority in some field of agriculture, natural resources, family and consumer sciences, youth development, or community development. The Specialist maintains a collegial relationship with members of the Field Faculty and staff.

The Specialist coordinates work with many others, both in and out of the Cooperative Extension Service. Within the Cooperative Extension Service, the Specialist coordinates extensively with other Specialists, both within the home department and in other departments. He/she coordinates the program with District Directors and with Field Faculty and staff. Extensive coordinating relationships also exist with the research faculty of his/her department, with other departments on campus, and with colleagues at other Universities. Outside the University, the Specialist coordinates professional work with other federal, state, and local agencies with educational and action programs. Finally, the Specialist works closely with private groups and organizations to plan, implement, and evaluate educational programs.

Qualifications

A. Education

The Extension Specialist must have a minimum of a terminal degree in his/her subject matter field.

B. Personal Attributes

Successful performance of the duties encompassed in the Specialist's job requires that the individual possess a positive work ethic, a sense of responsibility, and a genuine appreciation for the worth of the individual. The incumbent must be adept in both verbal and written communication.
C. Affirmative Action

The Extension specialist ensures that all educational programs he/she is involved in are offered equally to all individuals without regard to race, creed, national origin, sex, age, or disability. The specialist also takes positive action to ensure that all eligible individuals are informed of program availability.

D. Demonstrated Job Skills

Problem solving ability
Systems-thinking capacity
Commitment to teaching
Commitment to diversity
Computer literacy
Verbal and written communication skills
Team player

Approved by Administrative Council
17 December 1996