Innovation Counselor- F.A.R.M. Manager

Position Overview
This position provides local and regional leadership across West Central Michigan in managing the Food, Agriculture, Research and Manufacturing (FARM) food processing incubator in Muskegon, Michigan.

Working as the on-site manager for the FARM food business incubator, you will plan the activities, resources, budgets and operations of FARM, while working with existing and future tenants to address their value-added food product goals. You will focus on conducting outreach activities, educational programs and providing technical assistance to businesses in the agriculture and food sectors to advance value-added products and services through confidential, one-on-one counseling services.

Your outreach activities will include efforts to market the services of the MSU Product Center, including the recruitment of clients, and development of partnerships with internal and external community and industry organizations, such as the MSU Food Processing and Innovation Center, area Chambers of Commerce, Economic Development Agencies, MiWorks, community colleges, and regional universities. You will also work with the MSU Business team to prepare all required reports and maintain a comprehensive set of records on FARM tenant activities. You will disseminate research-based information through various methods, including in-person, multimedia programming and research-based educational articles, or other online content for distribution on the MSUE website related to entrepreneurship, business planning, food/forest product development, and marketing.

While working to advance the goals of clientele and serving as a liaison with governmental and industry entities, you will have the opportunity to participate in the planning and implementation of statewide Product Center events like the Making it in Michigan Conference and Trade Show, and other appropriate events. Your work will also include development, planning and evaluation of educational workshops, events, and webinars for the incubator, including food safety education and technical assistance to new business start-ups, as well as collaboration with MSU and MSU Extension colleagues to conduct follow-up evaluations with clients to determine economic impacts.

Qualifications
Minimum Qualifications (see posting for complete list of requirements)
- Master's degree from an accredited institution in a field of study related to food science, business, economics, food marketing or related field.

Application Process
View full description and apply through the MSU careers page. Search for posting 695364 using the Job Search field.

Application deadline is April 21, 2021.

MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension employment opportunities are open to eligible/qualified persons without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. MSU is committed to achieving excellence through cultural diversity. Persons with disabilities have the right to request and receive reasonable accommodations.