

JOB DESCRIPTION

Membership Coordinator

I. GENERAL INFORMATION

Division: Rocky Mountain Farmers Union
Reports To: RMFU Director
Date Updated: August 2022

II. Purpose of Position

The Membership Coordinator provides a critical service to the members in their region, motivating and empowering them to be effective advocates in their communities, building and supporting a strong member-based grassroots network, engaging farmers and ranchers and other agriculturists to participate in RMFU events and campaigns, and ultimately, growing organizational membership.

III. Primary Duties and Responsibilities

Perform Membership & Field Organizing Tasks

- Recruit new members and retain current members.
- Mobilize members for meetings and events.
- Organize educational, social, and legislative outreach events
- Work with RMFU staff to integrate multi-department programs that support chapters and members.
- Provide leadership development assistance for chapters and members.
- Assist with research and project development related to local issues.
- Coordinate membership engagement around RMFU annual events.
- Create promotional material for chapters to promote area events, meetings, conferences, opportunities etc.
- Problem solve organizing challenges.
- Interact on a regular basis with county officers.
- Work with communications department to submit articles, events, and member stories for organizational publications, social media, and outreach materials.
- Encourage collaboration with other agricultural organizations and other interested parties to sponsor local or county educational/social events

Coordinate with Membership Team

- Work with membership team to maintain the necessary records and collect relevant member information.
- Assist the Membership Director and other staff with tasks associated with chapter, agent, and organizational administration.
- Develop local, regional, and statewide organizing strategies in cooperation with membership team staff.
- Provide additional organizational assistance

- a. Develop and implement strategies for growing the organizational membership.
- b. Assist with website updates and other social media outreach.
- c. Represent RMFU at state and national events, as arranged.
- d. Assist with the recruitment of participants to educational programs, including summer and day camps.
- e. Assist FUSA staff and FUSA Agents with RMFU projects, events, and campaigns.

IV. Supervisory Duties

None

V. Qualifications

- Have an understanding and appreciation for rural farm/ranch operations and other agriculture enterprises.
- Knowledgeable and passionate about the agricultural industry.
- Experience in community organizing as staff or volunteer and/or Bachelor's Degree in education, agriculture, environment, political science, advocacy, or related field.
- Enthusiastic, self-motivated, and independent worker.
- Strong oral and written communications skills.
- Familiarity with rural communities and agriculture.
- Proven ability to work effectively and creatively with diverse people and groups.
- Willingness to work a flexible schedule including some evenings and weekends.
- Ability and willingness to travel throughout their designated region and occasionally throughout other parts of Colorado, Wyoming and New Mexico.
- Email and message responsiveness.
- Proven record of project management and completion.
- Web, media, and social media experience is essential.

VI. Working Environment/Physical Activities

- Position requires extensive travel. Employee must have a valid driver's license, auto insurance, and their own vehicle and be willing to travel by car and commercial airline as may be needed, and to spend consecutive days away from home.
- Position requires the ability to sit for extended periods, to have extensive use of arms, legs hands and fingers, to talk, see and hear and to have the capacity to lift or move up to thirty pounds.