

JOB DESCRIPTION

Membership Director

I. GENERAL INFORMATION

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

II. PURPOSE OF POSITION

To retain and build membership, facilitate leadership development, support chapter activities, encourage and solicit chapter officer and member involvement in organization activities and programs as well as coordinate special projects within the organization.

III. ESSENTIAL DUTIES/RESPONSIBILITIES

- Increase membership retention through regular review and updating of materials used in membership renewal billings, through direct contact with individuals and working with county officers, insurance agents, RMFU board of directors and staff.
- Coordinate new membership materials and provide tools and trainings for agents and county officers to recruit new members.
- Develop a culture of membership growth within chapters and help facilitate membership outreach.
- Develop and maintain relationships with RMFU/FUSA staff, agents, and customer service representatives as a tool for promoting membership and insurance services to our membership and potential members.
- Develop and coordinate new employee/contractor/agent information/training program for RMFU, RMFU Foundation, RMFU/FUSA, and other entities.
- Ensure participation in RMFU and local chapters is enriching, rewarding, and fun for members.
- Work with NFU and relevant businesses to develop and advertise new member benefits to increase the value of a membership.
- Develop and coordinate a leadership training program for chapter officers.
- Develop and coordinate special programs and events beneficial to advancing the mission of the organization.
- Work closely with all RMFU Departments to increase services to members and help other departments accomplish their membership goals.
- Target key members of the organization for leadership and organizational development and involvement in programs like Fellows, BFI, etc.
- Work with and assist volunteer leadership in chapters to organize and promote meetings, activities, and events. These activities should involve members and the public, address local issues and opportunities.
- Work with and assist each chapter in holding an annual convention and election of officers for future years.
- Cultivate an understanding of the important issues facing members and agricultural communities and work with RMFU/FUSA staff and volunteer leadership to address those issues.

IV. OTHER DUTIES/RESPONSIBILITIES

- Serve as a member of the RMFU team, participate in staff meetings, training programs and contribute to the overall success of the organization.

- Work with National Farmers Union on membership & organization development efforts that can benefit all Farmers Union state organizations.
- Represent RMFU programs by tabling, attending meetings and/or by making presentations as requested.
- Report membership and organization development program updates to the board of directors.
- Complete various duties associated with the organization's annual convention.
- Perform other duties as assigned.

V. SUPERVISORY DUTIES

- Hire and manage the Membership Coordinator and contractors, as needed, to conduct specific program areas, membership, or special campaigns on behalf of RMFU.

VI. POSITION QUALIFICATIONS

Knowledge, Skills, and Abilities:

- Initiator of ideas and programs.
- Ability to work independently with individuals and groups, as well as serving as part of an organizational team.
- Ability to multi-task, prioritize and meet a multitude of deadlines.
- Excellent written and verbal communication skills.
- Excellent problem solving and decision-making skills.
- Demonstrated leadership skills.
- Previous experience in supervision of personnel beneficial.
- Web, media, and social media experience a plus.
- Basic understanding of budgeting.
- Willingness to pitch in where needed even if duties are beyond the "normal" tasks.
- Experience in community organizing as staff or volunteer and/or a college degree in education, agriculture, environment, political science, advocacy, or related field.

VII. 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.
- This is an exempt position and may require evening and weekend hours.
- 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.