



## **POSITION DESCRIPTION**

Position/Job Title:	Membership Coordinator
Reports to:	Membership Director
Department/Location:	Membership/Washington, D.C.
FLSA:	Exempt
Status:	Full-Time
Work Schedule:	Monday – Friday, 8 am – 5 pm, or 9 am – 6 pm

## **POSITION SUMMARY**

The Membership Coordinator is responsible for assisting membership growth and development opportunities across National Farmers Union (NFU). This individual is expected to develop an understanding of the organization's needs and establish relationships with state contacts and staff, and the board of directors. The Membership Coordinator is also responsible for assisting with promotional efforts and public visibility campaigns and overseeing internal collaboration amongst the states' membership departments. The position is required to work out of the National headquarters in Washington D.C. on a regular basis.

## **PRIMARY RESPONSIBILITIES**

- Maintain, identify, and actualize opportunities for membership growth and engagement
- Assist with planning and managing the Membership Department budget, strategic plan, and broader organizational strategies
- Explore opportunities to grow awareness of Farmers Union organizations
- Enter and track Farmers Union membership and related information within the membership database and produce reports as required. Assist with the annual NFU membership certification
- Process membership documentation, including new member cards, renewal letters, and internal newsletters
- Assist in planning and managing Farmers Union in-person and virtual events
- Develop and produce promotional materials and distribute through effective channels, including event promotion and member communications
- Serve as a positive representative of NFU at internal and external conferences and meetings
- Build and maintain positive working relationships with Farmers Union divisions and strategic partners
- Assist in managing membership benefit programs and offerings
- Assist with the preparation and execution of NFU events, including Convention and Fly-in.
- Develop and deliver membership, policy, and educational presentations, addresses, and seminars at state and national conventions and other functions
- Attend chapter development meetings with states as needed
- Provide regular reports to the Membership Director detailing the progress of ongoing projects
- Manage and assist with other projects and duties as needed

## **SKILLS, KNOWLEDGE, AND ABILITIES REQUIRED**

- One to three years of marketing and outreach experience
- Excellent listening, verbal, and written communication skills
- Strong interpersonal skills and ability to work effectively with all levels and across the organization
- Exceptional attention to detail and analytical skills

- Strong planning skills and ability to effectively execute strategic campaigns
- Ability to prioritize and manage competing priorities and deadlines
- Professional presentation and demeanor. Ability to positively represent the organization and manage situations professionally.
- Maintain a high level of positivity and enthusiasm to inspire volunteers and encourage others as challenges arise
- Excellent judgment and decision-making skills
- Strong conflict management and resolution skills. Demonstrated ability to analyze and resolve problems in a professional and patient manner
- Ability to relate daily or routine tasks to larger organizational mission and objectives
- Ability to comply with policies, procedures, privacy, and confidentiality standards
- Self-starter and ability to work well independently as well as in a team environment
- High level of initiative. Demonstrated ability to identify opportunities and effective techniques for growth
- Ability to travel approximately 10% - 15%

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in business, marketing, political science, or a related field
- Prior experience in agriculture or rural communities is highly preferred
- Prior experience organizing, operating educational programs, or managing youth activities is a plus
- Membership development, marketing, and/or community or political organizing experience is preferred
- Proficiency in Microsoft Office Suite
- Ability to quickly learn new systems and software changes as they occur
- Experience with Adobe, graphic design, and/or HTML a plus

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of all duties, responsibilities, or physical requirements. Nothing in this job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time. A reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.*

### **APPLICATION INSTRUCTIONS**

Applications must include a cover letter and resume and should be sent to [employment@nfudc.org](mailto:employment@nfudc.org) with "Membership Coordinator" in the subject line.

### **CLOSING DATE**

May 27, 2022