

POSITION DESCRIPTION

Position: Director of Membership
Location: Washington DC
Supervisor: Sr. Vice President of Programs
Organization: National Farmers Union, Washington D.C
Date: March 2015

OVERVIEW

The Director of Membership is responsible for the overall development and administration of membership programs, services and benefits with the goal of retaining and increasing membership. The successful applicant will have a thorough understanding of the policy and programs of National Farmers Union.

PRINCIPAL DUTIES

- Develop and implement an annual membership strategic plan to help increase membership.
- Assist with the development of new state or regional organizations.
- Assist state organizations with membership program development, strategic planning and leadership/board of director orientation and training.
- Collaborate and coordinate with state membership departments.
- Provide oversight and administration of membership programs.
- Develop and implement new membership services and benefits in consultation with the Sr. VP of Operations.
- Seek, coordinate and provide guidance in obtaining affiliation memberships with state and national organizations.
- Conduct monthly conference calls with state membership directors and/or state presidents.
- Provide requested leadership training to state organization governance, management and staff.
- Deliver relevant membership, policy and educational presentations, addresses and seminars at state and national conventions and other functions.
- Assess member benefits and research and recommend additional benefits that complement the organization.
- Manage the budget of the Membership Department.
- Develop membership messages based on current and developing policy issues.

NOTE: The duties listed are not intended to be all-inclusive. Duties assigned any individual employee are at the discretion of management.

EXPERIENCE/QUALIFICATIONS

Requires a Bachelor's degree in business, marketing or related discipline or combination of college level coursework plus related work experience. Must be computer proficient. Marketing experience a plus. Membership development experience preferred.

PERSONAL SKILLS/ATTRIBUTES

- Self-starter with an ability to prioritize tasks.
 - Possess a passion for agriculture and rural life.
 - Ability to work in a team oriented environment.
 - Knowledge of the organization's structure, philosophy and history.
 - Excellent written and verbal communications skills.
 - Excellent organizational skills.
 - Analytical skills and ability to solve problems through strategic planning.
 - Some travel required.
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- SALARY \$55,000 - \$85,000 depending on experience. Excellent benefits package.

Closing date: April 10, 2015

Please send cover letter and resume, with "Director of Membership" in the subject of the email to nationalfarmersunion@gmail.com.