



JOB DESCRIPTION

Position: District Field Director

FLSA Status: Exempt Job Status: Fulltime

Department: Organization

Travel Requirement: Extensive

Job Location: Federation Field District

Reports to: Director of Organization

COMPANY OVERVIEW

The South Carolina Farm Bureau Federation (SCFB) is the largest, oldest, and most respected nonprofit agricultural membership organization in our state. With nearly 100,000 members, SCFB aims to improve the lives of our members' families through promoting and preserving agriculture in our local communities. Our staff consists of highly motivated team players who always personify three characteristics: uncompromising integrity, unyielding work ethic, and good attitude.

POSITION OVERVIEW

This position is based in the Central District, which includes the following counties: Aiken, Chester, Chesterfield, Edgefield, Fairfield, Kershaw, Lancaster, Lexington, Richland, and York.

The District Field Director is responsible for facilitating the implementation of the South Carolina Farm Bureau Federation mission, by serving as a liaison in the assigned district to the County Farm Bureau Board of Directors and its volunteer leaders and members. The position shall represent the South Carolina Farm Bureau Federation and provide support and direction to county Farm Bureaus to improve organizational strength, visibility, and growth through promoting, coordinating, and facilitating Farm Bureau programs, committees, services, and activities to achieve organizational goals and initiatives.

POSITION RESPONSIBILITIES:

Representation

- Represent Farm Bureau's policy position and organizational programs by effectively communicating the philosophy and beliefs of Farm Bureau, the corporate and organizational structure, and the major public issues of interest to the organization.
- Represent the South Carolina Farm Bureau Federation at various local and regional meetings, events, and activities.
- Work alongside affiliated company personnel and leadership in assuring that all affiliated services are serving Farm Bureau members in the best manner possible at the local level.

Member Acquisition and Retention

- Stay abreast of current membership numbers and conditions that may impact membership.
- Develop strategies to personally identify and engage non-members for the sake of membership recruitment. Continuously maintain a visible presence in the farming community within the defined district in order to foster relationships with potential members. Ensure that anyone involved in agriculture knows the benefits of being a SC Farm Bureau member.
- Facilitate counties in identifying and executing strategies to increase visibility and opportunities to recruit new members.
- Facilitate counties in planning and activating programs and initiatives to promote membership engagement, satisfaction, and retention.
- Stay abreast of member benefit programs offered to Farm Bureau members and facilitate County Farm Bureaus in the process of leveraging these programs as a recruitment & engagement tool.
- Relay any recommendations, or offers, for new benefit programs to the State office for consideration.

Volunteer Leader Support

- Attend county board meetings and any special meetings or activities the county Farm Bureau may schedule. Build relationships with all County Farm Bureau leaders and provide assistance as needed.
- Work with county Farm Bureaus to develop and implement an annual plan of work, as well as long range goals and objectives within their governing bylaws.
- Assist the county board with finances and the development of an annual budget aligned to meet county goals and annual audits.
- Ensure the timely submission of forms required by SCFB, including but not limited to: purpose activity reports, officer listings, committee appointments, policy resolutions, voting delegate lists, event registrations, scholarship applications, and other similar submissions.
- Encourage member participation in Farm Bureau's programs.
- Work with county leaders to recruit new volunteers and provide new leadership opportunities.
- Stay abreast of all leadership transitions and ensure all leadership needs are met. This should include fostering strong lines of communication with District Vice-Presidents and Presidents in order to keep them abreast of various issues, events, opportunities, and challenges in a timely manner that gives adequate time for preparation and attention.
- Assist in training new leaders to effectively carry out their area of responsibility.
- Empower and equip county Farm Bureau members to be active participants and to take action toward grassroots initiatives.
- Assist and encourage participation in the policy development and implementations process of SCFB by consistently urging membership to communicate and share the issues and challenges faced on their farming operations.
- Seek to identify members with unique abilities, capable of interaction with the media and/or testifying before government committees.

- In conjunction with existing state training initiatives, assist in training existing and new Lead Secretaries in their membership-related, and board-related responsibilities. Provide board assistance back-up in their absence.

Relationships

- Develop and enhance relationships with Farm Bureau Insurance, agribusinesses, local businesses, affinity partners, and other community groups to ensure that SCFB is a relevant and vibrant force across the district and state.
- Develop and foster strategic relationships between members and elected officials to ensure a strong connection between SCFB and our governing and regulatory bodies.
- Identify and facilitate meaningful opportunities to support foundation programs such as *Ag in the Classroom*, SCFB Educational Foundation and SCFB Ag Aid Foundation.

Outreach

- Assist counties with legislative dinners and meetings, legislative breakfasts, hunts, sporting clay events, Farm-City days, membership appreciation events, policy development or resolutions meetings, annual meetings, and other member service activities.
- Maintain an up-to-date supply of all SCFB promotional materials and exhibit-related supplies.
- Attend various conferences and sponsored events to set up membership tables and/or promotional exhibits.

Collaboration

- Foster cooperation by consistently communicating with the state office regarding progress and problem areas concerning county Farm Bureau membership, strategic programming, advocacy, and leadership development.
- Actively collaborate with staff to stay abreast of organizational information and initiatives including, but not limited to, advocacy efforts, communications, finances, member benefits, sponsorships, programmatic initiatives, training, and outreach efforts.
- Submit regular reports of activities and expenses to the Supervisor/Department Head.

Other Responsibilities

- Perform other duties as assigned, which may include assisting with special projects or providing support to other areas as needed.

REQUIRED SKILLS:

- Bachelor's degree from a four-year college or university preferred, or equivalent experience.
- Experience working in a complex membership or volunteer organization.
- Excellent problem-solving and conflict-resolution abilities.
- Strong communication and training skills with the ability to inspire and create enthusiasm.
- Detail-oriented with strong organizational and project management skills.

- Extensive travel is required, mainly by automobile and within the assigned region, during daylight and nighttime hours.
- Workweek not limited to 40 hours per week and will require working many evenings and some weekends.
- Ability to work effectively both independently and as part of a team.