

SC Farm Bureau Federation

District Director

JOB DESCRIPTION

Purpose:

To facilitate the implementation of the SC Farm Bureau Federation mission, by serving as a liaison in the assigned district to the County Farm Bureau Boards and farming members. The position shall serve as a resource ensuring the success and engagement of each County Farm Bureau and its membership, which in turn strengthens the SC Farm Bureau Federation.

Objectives:

In the counties of the assigned District, the objectives of the position are as follows:

1. Represent South Carolina Farm Bureau Federation.
2. Provide support and direction to County Farm Bureaus for the purpose of improving organizational strength, effectiveness, visibility and growth.
3. Promote, coordinate and facilitate County Farm Bureau programs, committees, services and activities in accordance with the South Carolina Farm Bureau organizational goals and initiatives.
4. Facilitate building and sustaining a strong grassroots membership network.
5. Serve as a conduit between the local county chapters and the State office promoting information flow between the two.

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 Farm Bureau 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.

Membership 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.

Boards & Volunteer Leaders

- 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 towards 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 Supervisor/Department Head.

- Accept and acknowledge other duties or responsibilities needed to accomplish objectives and mission, as assigned.

REQUIREMENTS

Education/Experience:

- Bachelor's degree from four-year college or university preferred, or equivalent experience.
- Prefer leadership in county Farm Bureau organization or related field.
- Ability to manage people and resources in a changing environment.
- Ability to effectively communicate and convey a message or new information to others.

Physical Requirements/Activities:

- Position is considered "Light" to "Medium" work with occasional exertion of 50 lbs. of force for lifting, carrying, pushing, pulling, or otherwise moving objects.
- Extensive travel is required, mainly by automobile and within the assigned region, during daylight and nighttime hours.
- Work week not limited to 40 hours per week and will require working many evenings and some weekends.
- Environmental conditions – Majority of time outside the normal office setting. Subject to full spectrum of environmental weather conditions present in South Carolina (heat, cold, rain, snow, wind, dust, etc.).

Other Requirements:

- Must be a self-starter who can manage competing priorities and adjust to change
- Manage expectations (under-promise and over-deliver)
- Genuine passion for South Carolina agriculture!
- Ability to accept supervision and follow instructions
- Positive work attitude
- Able to maintain accuracy and attention to detail
- Able to organize time and workflow to effectively accomplish the job duties.
- Understand and practice job confidentiality, as required.
- Hold a valid driver's license for the State of South Carolina.
- Maintain all assigned equipment in good condition.
- Residing in the District to which you are assigned is strongly preferred.

Submit a cover letter and resume to:

South Carolina Farm Bureau
Attn: Human Relations Department PO
Box 754
Columbia, SC 29202-0754
Or by E-mail to: Personnel@scfbins.com

Submission Deadline: August 30, 2019