



Membership Manager

ORGANIZATION AND POSITION INFORMATION

Organization: SC Farm Bureau Federation – www.scfb.org

Organization Description: South Carolina's largest agricultural non-profit, grassroots membership organization.

Organization Mission: To promote agricultural interests in S.C. and optimize the lives of those involved in agriculture while being respectful to the needs and concerns of all citizens of the state.

Purpose of Position: To support the organization's mission by supporting and enhancing South Carolina Farm Bureau's membership-related functions and building a valuable and meaningful membership experience.

Reports to: Director of Member Engagement & Leadership Development

JOB DESCRIPTION

Manage and Develop Membership Initiatives

Manage current and ongoing membership-related initiatives, and recommend new opportunities for the organization to grow its membership recruitment, retention and engagement efforts. Serve as the staff advisor and point-of-contact for the SCFB Membership Committee and County Farm Bureau Membership Chairs. Increase contact with farmer members by building strong partnerships with like-minded Ag organizations. Promote and suggest development of local networks and county committees. Develop resources to recruit and engage members that promote the value of Farm Bureau membership to all age ranges.

Manage Membership Data

Develop and maintain an advanced working knowledge and management of the SCFB membership system and volunteer leadership system. Produce all necessary reports, run projects associated with organizational initiatives (such as expired voting member recruitment, contact with new members, etc), and serve as a staff and member point-of-contact for membership data inquiries and requests.

Manage SCFB's Member Benefits Program

Maintain a working knowledge of all member benefits programs. Evaluate existing member benefit programs and suggest strategies to expand, improve, or discontinue programs. Under supervision of the Director of Member Engagement & Leadership Development, manage contracts with member benefit providers and ensure all marketing and materials comply with benefit partnership agreements. Prepare monthly member benefit marketing newsletter. Manage benefit program components including:

Online Discount Marketplace – act as the SCFB administrator

SCFB Discount Partners – Serve as manager and point-of-contact for all vendors and vendor inquiries

AFBF Benefit Partners – Manage and develop strategy for engaging and promoting partnerships

Work with insurance agents across the state to ensure that member benefits are articulated and promoted to potential insurance customers and existing members.

Manage Membership Awards & Recognition Program

Communicate with county offices and membership recruiters. Coordinate all membership-related awards and logistics for the Annual SCFB Convention.

Manage Program Communications

Evaluate existing program communications, develop and implement strategies to expand and improve communication methods related to membership, member benefits, and programs. Produce program e-newsletters, surveys, and emails to communicate with membership and volunteer leaders. Communicate with members, volunteer leaders, and affiliates in a professional and helpful manner. Collaborate with other staff to produce a consistent message across the organization.

Support Programs and Events

Provide program and event logistics support. Attend scheduled meetings and events in representation of SCFB. Speak publically about the work of SCFB, promote Farm Bureau membership, and build strong relationships with members, potential members, and organizational partners. This position requires travel to the South Carolina Farm Bureau Annual Convention, the South Carolina Farm Bureau Young Farmers and Ranchers Conference, and American Farm Bureau Annual Convention each year. Assist in the development of training materials for leadership development.

Coordinate SCFB Sponsorships and Events

Process all sponsorship requests and manage all necessary communication and coordination with organizational partners. Log and track all sponsorships, manage calendar and coordinate all logistics, including but not limited to displays, supplies and organizational representation. Cross-communicate with County Farm Bureaus and SCFB District Directors as necessary.

Other duties as assigned

JOB REQUIREMENTS

Skills and Abilities:

- Strong interpersonal skills - able to quickly build strong working relationships with members and staff
- Positive and collaborative attitude that represents the organization well
- Advanced understanding of Microsoft Office Suite
- Strong proficiency in or strong ability to learn multiple membership management systems
- Excellent writing and communication skills
- Strong organizational skills
- Strong attention to detail
- Ability to manage multiple tasks at one time, while being flexible to change
- Must be a self-starter, critical thinker and problem solver
- Must be a team player with a positive attitude who enjoys helping others
- Must possess a strong sense of integrity and genuinely care about doing work well

Required Experience:

Minimum 2-years work experience in a field that strongly supports the duties and responsibilities of this position.

Preferred Skills and Experience:

- Bachelor's Degree in a related field
- Current and/or past involvement in agriculture
- Familiarity with South Carolina agriculture
- Proven experience working with people and managing projects successfully

Send resume and cover letter to Heather Barberio at hbarberio@scfb.org