

## **Membership Manager**

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 the promotion and preservation of agriculture in our local communities. Our staff consists of highly motivated team players who always personify three characteristics: uncompromising integrity, unyielding work ethic, and a good attitude.

### **POSITION OVERVIEW**

The Membership Manager is responsible for ensuring the proper execution of the organization's membership operations and processes, including data management, training of staff and volunteers, creating and implementing an engagement strategy designed to improve membership growth through increased retention and recruitment, and managing our member affinity partnerships. Within a team environment, this position supervises Membership Systems Specialist and Membership Program Specialist in their assigned duties.

### **POSITION RESPONSIBILITIES:**

#### **Membership Operations and Data Management**

- Work with other SCFB staff and County Farm Bureaus to organize and execute successful membership campaigns.
- Implement annual campaigns to engage existing members in membership recruitment.
- Identify and implement new tactics to increase the membership program's return on investment.
- Ensure all contract obligations with affinity partners are fulfilled and create productive relationships with new partners.
- Leverage effective relationships with affinity partners and others to increase membership value proposition.
- Develop accurate reports and charts related to membership trends and membership forecasting.
- Work with AMS provider and Membership Systems Specialist to ensure accuracy of membership data for organizational use.
- Use Microsoft software including Office, Dynamics 365, PowerApps, PowerAutomate, & Power BI to facilitate effective integration and communication between systems.

#### **Staff and Volunteer Training**

- Develop training to support County Farm Bureaus, volunteer leaders and field staff membership programs and outreach efforts.
- Work closely with member benefits providers to train and inform staff and sales team.
- Develop and maintain training materials for staff and members, including incentives for continuing education.

#### **Engagement, Recruitment, and Retention Strategy**

- Create and implement a comprehensive membership marketing plan to meet or exceed membership growth goals.

- Maintain an advanced working knowledge of the SCFB membership system.
- Produce all necessary reports, and projects associated with organizational initiatives.
- Coordinate and execute efficient organizational membership efforts with all departments and county Farm Bureaus, include direct mail marketing campaigns, membership processing and outreach.
- Leverage data to deliver segmented messaging across retention and recruitment campaigns.

#### **Coordinate Membership Communications**

- Coordinate with SCFB and affiliates' staff to create a consistent and uniform communication plan for membership.
- Develop email campaigns for existing members, new members, and prospects to increase touchpoints with members and potential members.

#### **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 required with relevant work experience.
- Experience working for a complex membership organization or similar multi-department setting.
- Demonstrated record of achievement in developing and retaining membership for an organization.
- Excellent oral and written communication skills, including the ability to interact with people by phone and in person succinctly and persuasively.
- Experience creating and implementing effective communication campaigns.
- Excellent problem-solving and troubleshooting abilities, especially in a hosted software environment.
- Strong communication and training skills; ability to articulate technical concepts to a non-technical audience.
- Detail-oriented with strong organizational and project management skills.
- Ability to work effectively both independently and as part of a small team.

#### **HOW TO APPLY**

Send resumes to Charles Ambos at [charlesambos@scfbins.com](mailto:charlesambos@scfbins.com) by close of business on March 18, 2024.

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