



Regional Membership Coordinator Position Description

Organization Summary: Wisconsin Farmers Union (WFU) is a progressive, grassroots membership organization committed to enhancing the quality of life for farmers, rural communities and all people through advocacy, education and cooperative endeavors. Wisconsin Farmers Union works with individuals at the county, state, and national level to support economic democracy, sustain economically viable family farms, support new farmers, reduce concentration in the market, protect ecological systems, increase transparency in the value chain, and ensure that the voices of family farmers and rural allies are heard by policy makers.

Summary of Responsibilities: Membership Coordinators work at the regional level to ensure positive interactions and outstanding Wisconsin Farmers Union experiences for members, affiliates, and the communities at large. They will be responsible for membership engagement, chapter support, partnership development, and continuously improving outreach efforts for Wisconsin Farmers Union.

Membership coordinators are responsible for supporting chapters and members, building relationships with people in the counties and tribal nations of a particular geographic region (see attached map) as well as participating in that region's agricultural events and conventions. Membership coordinators are expected to grow and develop membership through recruitment and retention efforts. This position is responsible for supporting Region 1, the northern and western half of Wisconsin.

Director Supervisor: Membership Engagement Director

Development & Support:

- Maintain a regular communication network with chapter leaders and members, including social media, email, and newsletters
- Support WFU chapters in planning their annual events, educational programming, and member engagement.
- Attend regional chapter events
- Implement programs, protocols, initiatives and policies designed to retain and increase membership
- Responsible for the timely resolution of membership issues
- Provide training and membership development assistance to chapter leaders, staff and board
- Work closely with chapters to improve their membership recruitment and retention efforts and bring ideas from the grassroots to staff and organizational leadership



Administrative:

- Use WFU's member database to accurately seek and store information and communicate with staff, local officers, partners, and members
- Maintain excellent communications with membership
- Analyze membership data and implement plans in order to identify the needs of members and potential members, identify improvement areas, and seize opportunities for membership growth and expansion
- Provide address lists, member counts and membership demographics for use in various WFU program and formal organizational needs
- Assist in providing communications and support for chapter activities and meetings
- Provide membership data to chapter leaders on a regular schedule and as requested
- Follow an annual department work plan with appropriate goals and activities
- Provide regular reports to the staff and board about membership activities and data
- Work to support and partner with diverse and underrepresented individuals and groups in the region

Promotional/ Public Relations:

- Recruit new members and businesses to join the organization
- Disseminate WFU promotional materials for use in recruitment, outreach, organizational booths and general promotion
- Attend and represent WFU at designated activities and public events
- Engage in outreach activities to strengthen and develop relationships with external partners in the region

Member Benefits and Insurance:

- Maintain relationship with WFU insurance and benefit program partners in the region
- Regularly communicate member benefits through recruitment and retention efforts

Support Development of General WFU Programs:

- Collaborate with colleagues in developing and implementing programs for general education and outreach
- Actively assist with WFU functions, including Annual Convention, Lobby Day, Fly-in, chapter leader meetings, etc.
- Work cross functionally within the organization to retain members, partners, and sponsors, and explore ways to add value to membership
- Collaborate with colleagues to implement continuous quality improvement strategies
- Assist in recruiting WFU member participation in special training and educational programs (both WFU, NFU, and other) – e.g. Emerging Leaders, Women's Conference, WILD training, FUE Emerging Leaders, etc.)



Qualifications:

- Bachelor's degree in relevant field or 3 or more years of experience in similar position
- Familiarity with rural advocacy and farming
- Demonstrated experience in member management databases; advanced use of association management software desired
- Great listener with a passion for genuine member service
- Exudes a high level of professionalism in all interactions
- Must be a serial networker – loves meeting new people and learning about their interests
- Highly organized and detail oriented
- Strategic thinker with vision
- Excellent communication skills, both written and oral
- Microsoft Office Suite proficient
- Comfortable navigating and learning new technologies
- Sales, business development, marketing, or extensive networking experience a plus
- Ability to lift 35 pounds
- Ability to travel regularly
- Willingness to work nights and weekends (travel for work purposes is covered by Wisconsin Farmers Union)

Compensation & Work Environment: Salary \$40,000--\$50,000/year depending on experience. The Region 1 Membership coordinator position is based out of the WFU State Office and is expected to work at the office in Chippewa Falls or onsite. Regular work day hours, with flexibility to attend evening and weekend events as required. Work travel costs are covered. Medical, dental, vision, life, long and short-term disability insurance, employer contribution to a simple IRA retirement account, and generous paid time off package provided.

Application Instructions: Send resume, cover letter, and three professional references to Kristen Slaughter, Membership Engagement Director (kslaughter@wisconsinfarmersunion.com) by November 17, 2024 for priority consideration.

Non-Discrimination Statement: Wisconsin Farmers Union prohibits discrimination on the basis of race, color, religion, creed, national origin, ancestry, gender, gender expression, sexual orientation, family/parental status, age, disability, socio-economic or military status, in any of its activities or operations. These include employment, youth and adult programs, membership, selection of vendors, appointment of board members and selection of grantees, volunteers and representatives