



Arizona Farm Bureau Federation
Job Description
January 2020

Position Title: Outreach Manager – Leadership Training & Business Development

This position reports to: Director of Outreach

This position regularly works with:

All divisions, all programs, allied groups, advertisers, general public, vendors, Farm Bureau leaders and volunteers.

General Description:

Performs the outreach functions of the Arizona Farm Bureau Federation (AZFB) that contributes to an increase in membership, increased involvement from volunteers and enhances the image of Arizona Farm Bureau and Arizona agriculture. Provides organizational support for member county farm bureau organizations. Serves as the liaison between the assigned county Farm Bureaus, and the AZFB staff.

Principal Responsibilities:

1. Coordinate AZFB responsibilities for Leadership Training and Business Development (to include Annual Meeting breakout sessions/workshops, Farm Bureau University, Educational Webinars, Board Training), other related programs.
2. Manage tiered sponsorship program and Annual Meeting's Exhibitors.
3. Assists County Farm Bureaus in membership growth and retention, including direct recruitment.
4. Assists and counsels County Farm Bureaus in all matters affecting the efficient operations and program of work of the county organization, including meetings planned by the local county Farm Bureau.
5. Trains county volunteers, insurance agents and fellow staff on membership programs and procedures.
6. Assists county Farm Bureaus in planning local activities and implementing Farm Bureau policies and programs at the local level.
7. Assist in the recruitment of candidates for Farm Bureau's Campaign Management School.
8. Implements county policy development (PD) activities and encourages PD within the county.
9. Helps volunteer leaders grow in their leadership capabilities.
10. Assist County Farm Bureaus in building legislative and congressional relationships.
11. Overall duties include: Industry Liaison, Customer Care and blog writing (minimum once a month, maximum once a week)
12. Maintains a calendar on Outlook
13. Maintains cooperative relationships with all personnel of Farm Bureau affiliated companies.
14. Attends meetings of the County Boards of Directors as deemed advisable and attends other meetings in order to be informed on local Farm Bureau initiatives.
15. Stays informed about Farm Bureau programs developed at the state and national levels.
16. Present a professional image and adhere to office procedures and rules.
17. Performs other duties as assigned.