



**Arizona Farm Bureau Federation**  
**Job Description**  
**September 2021**

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**Position Title:** Outreach Manager – Membership Value

**This position reports to:** Director of Outreach

**This position regularly works with:**

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

**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.

**Principal Responsibilities:**

1. Manage service to member programs, evaluate their benefit and add new programs.
2. Managing editor of the quarterly publication *CHOICES, the 9x-a-year Arizona Agriculture and social media channels*.
3. Manages editorial calendar development process.
4. Coordinate AZFB responsibilities as Agent Liaison.
5. Coordinate and solicit sponsorships.
6. Manage, solicit advertising, and write articles for *Arizona Agriculture* and *CHOICES*.
7. Write and distribute the monthly *Agent Advantage* newsletter.
8. Manages content for Arizona Farm Bureau's web site, including web resources to assist in communicating to members, the public, media and government officials.
9. Support's director's effort in development and management of video production requirements when deemed necessary (example, editing scripts prior to production).
10. Supports communications objectives as outlined in AZFB Strategic Plan.
11. Coordinate electronic mailing of publications, news releases and other informational materials.
12. Trains county volunteers, insurance agents and fellow staff on member benefit programs and procedures.
13. Assists the Director of Outreach in coordinating programs, activities, training seminars and meetings with other Farm Bureau teams.
14. Overall duties include Industry Liaison, Customer Care and blog writing (writing and/or managing 3 articles a week on azfb.org's blog and provide oversight and brainstorming with director and Intern on Fill Your Plate blog.)
15. Maintains a calendar on Outlook
16. Maintains cooperative relationships with applicable personnel of Farm Bureau affiliated companies.
17. 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.

18. Stays informed about Farm Bureau programs developed at the state and national levels.
19. Present a professional image and adhere to office procedures and rules.
20. Supports efforts to always pivot with the times in support and management of current and future digital channels.
21. Serves as staff liaison to Maricopa County Farm Bureau.
22. Performs other duties as assigned.

**Education/Experience Required:**

Bachelor's degree in journalism, business, marketing, advertising or equivalent experience required. Supervisory and office management skills desirable. Strong communications, human relations, computer, teamwork and organizational skills.

**Competencies Required:**

Strong verbal, telephone and computer skills, writing skills, attention to detail, deadline driven and ability to multi-task.

**Traits Needed:**

Strong writing skills, verbal and written communications, problem solving, computer, deadline and organizational skills and salesmanship. Willing to travel.