

Iowa Cattlemen's Association Job Description

Title: Regional Membership Service Manager

FLSA Status: Exempt

Department: Membership

Revision Date: 7.22.21

PURPOSE OF POSITION & SUMMARY

Assist in the development and facilitation of ICA's state-wide membership recruitment and retention. Responsible for leading regionally to develop and coordinate efforts that will provide association topic and initiative awareness connected to legal and policy actions on behalf of membership. Build membership and non-dues income and sponsorship within selected region.

The Iowa Cattlemen's Association *Regional Membership Service Manager* is in charge of maintaining a strong membership across the state and within directed region of Iowa by:

1. Developing and carrying out a regular membership recruitment plan.
2. Fostering group and individual relationships within the state to ensure topics and information are clearly acted on and communicated.
3. Providing leadership development and additional support to both individual members and their county affiliate boards.
4. Being a contact for ICA President's Council membership.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following duties are normal for this position. These are not to be construed as exclusive or all inclusive. Other duties may be required and assigned.

- 1. Support ICA's policy development and communications**
 - a. Communicate ICA's current and future engagement on all topics connected to member policy position work.
 - b. Coordinate and provide input from regional membership into ICA's policy work and other related organizational functions.
 - i. Gather input from grassroots membership on policy topics.
 - ii. Hold listening sessions.
 - iii. Maintain records of policy input and other input from members.
 - c. Maintaining an active and growing member advocate list providing future leadership ascension within the association and member engagement on policy and issue topics.

- 2. Provide Association Visibility**
 - a. Provide awareness and relevance to ICA's past, current and future mission critical interests by communicating to regional membership.
 - b. Regularly facilitate events and report association actions and efforts on policy and other topics connected to ICA's regular work on behalf of Iowa's beef business.

- c. Utilize face-to-face, written and social media communications to increase awareness of key ICA programs and policy work.
- d. Represent ICA at county cattlemen's events, industry events, and tradeshow.
- e. Develop relationships with cattle producers and industry partners in the assigned region.

3. Build ICA Membership within the region.

- a. Work with ICA staff, Board of Directors, volunteers and membership chairman in planning and implementing a state membership marketing plan.
- b. Construct and coordinate a membership marketing plan regionally that will maximize market potential.
- c. Develop and maintain a long-term membership retention plan that will have consistency and accountability.
- d. Provide and facilitate a recruitment and awareness plan that will increase overall membership investment within the region.
- e. Work with other ICA regional field managers in implementing county/local membership drives in geographic areas of responsibility.
- f. Work with communications staff to develop membership promotion/support materials for recruitment & retention of state and national memberships.
- g. Provide timely membership progress reports to ICA Board and ICA staff.
- h. Continually assess and work with local leaders to ensure maximum membership return in each area and optimal recruitment actions and events.

4. Procure Allied Industry Support

- a. Coordinate and facilitate work with allied industry for additional membership sponsor/support dollars for specific areas of need including trade show, event sponsorship, advertising, Carcass Challenge sponsorship and President's Council membership.

5. Fulfill and complete membership activities within the expense budget guidelines approved by ICA Board.

Other Related Functions:

- 1. Foster and promote the concept, purposes and programs of the Iowa Cattlemen's Association.
- 2. Assist the association's communication plan by preparing articles on local activities, information brochures and presentations for cattlemen and allied industry members.
- 3. Perform fundraising activities for specific needs of the association.
- 4. Work with assigned ICA and national policy making committees.
- 5. Serve as a liaison between allied industries and county organizations for specific cattle education seminars.
- 6. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be a self-starter, able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or

ability required. Candidates that fill this position must have a valid driver's license to perform many duties connected to successful job performance.

EDUCATION and/or EXPERIENCE

Preferred: 4 or 2 year degree in an agricultural subject. Experience and interest working in an ag sales role. An understanding and interest in the interests of cattlemen and women.

LANGUAGE ABILITY

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and group situations to members and other audiences connected to the beef industry.

COGNITIVE DEMANDS

Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

COMPUTER & TECHNOLOGY SKILLS

Experience using Microsoft office products especially Word, PowerPoint & Excel.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ACKNOWLEDGEMENT

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, Iowa Cattlemen's Association reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed as directed by Iowa Cattlemen's Association. I understand that I may be required to work overtime, different shifts or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and Iowa Cattlemen's Association has a similar right.

Employee's Signature Date Supervisor Date

Iowa Cattlemen's Association is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act and/or applicable state regulations, Iowa Cattlemen's Association will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with Iowa Cattlemen's Association.