

Iowa Cattlemen's Association

WESTERN IOWA MEMBER SERVICES ADVISOR

Iowa Cattlemen's Association, a grassroots organization focused on growing Iowa's beef cattle industry, is seeking a member services advisor for northwest and southwest Iowa.

Key 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. Build ICA Membership within the region.

- Work with ICA staff, board of directors, volunteers, and director of membership in planning and implementing a state membership plan.
- Construct and coordinate a membership plan regionally that will maximize potential.
- Develop and maintain a long-term membership retention plan that will have consistency and accountability.
- Work with communications staff to develop membership promotion/support materials for recruitment & retention of memberships.
- Provide timely membership progress reports to ICA board and ICA staff.
- Continually assess and work with local leaders to ensure maximum membership in each area and optimal recruitment actions and events.
- Foster and promote the concepts, purposes, and programs of ICA.

2. Provide Association Visibility

- Provide awareness and relevance to ICA's past, current, and future mission-critical interests by communicating to regional membership.
- 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 cattle industry.
- Utilize face-to-face, written, and social media communications to increase awareness of key ICA programs.
- Represent ICA at county cattlemen's events, industry events, and tradeshow.
- Develop relationships with cattle producers and industry partners in the assigned region.

3. Procure Allied Industry Support

- Coordinate and facilitate work with allied industry for additional membership sponsor/support dollars for specific areas of need including trade shows, event sponsorship, and advertising.
- Serve as a liaison between allied industries and county organizations for specific cattle education seminars.

4. Support ICA's policy development and communications

- Communicate ICA's current and future engagement on all topics connected to member policy position work.
- 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 producer meetings.
 - iii. Maintain records of policy input and other input from members.
- Maintain an active and growing member advocate list providing future leadership ascension within the association and member engagement on policy and issue topics.
- Work with assigned ICA and national policy-making committees.

- Assist the association's communication plan by preparing articles on local activities, information brochures, and presentations for cattlemen and allied industry members.

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

QUALIFICATIONS

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 beef cattle industry.

COMMUNICATION

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 cattle industry.

SKILLS

Ability to apply common sense understanding to carry out detailed plans. Ability to problem solve. Ability to manage multiple tasks simultaneously.

COMPUTER & TECHNOLOGY SKILLS

Experience using Microsoft Office products, especially Word, PowerPoint & Excel. Google Suite Platform

TRAVEL

Regular regional travel, as well as limited overnight travel required.

To apply for this position, email your resume and other materials to Erika (erika@iacattlemen.org).

Applications will be accepted through February 16.