



## **Job title: Director of Engagement**

As **Director of Engagement** for McLean County Farm Bureau®, you will be joining our dedicated team to focus on membership marketing, recruitment and programs while supporting our affiliated nonprofit organizations – McLean County Farm Bureau® Foundation and McLean County Fair.

## **Reports to: McLean County Farm Bureau Manager**

### **Key Responsibilities - How does the Director of Engagement make an impact?**

- Plans, develops and executes educational and membership programs
- Leads membership marketing, recruitment and retention efforts
- Creates membership communications and promotional materials for digital, print and social media
- Manage membership program budgets and contracts for events as needed
- Facilitate Farm Bureau volunteers including recruitment, scheduling meetings, communication, and leadership development
- Oversee volunteer recruitment and management for Food and Farm Fun Zone kids area at the McLean County Fair
- Facilitate grant and scholarship programs of the McLean County Farm Bureau Foundation including marketing, applications management, recipient awards and grant reporting
- Oversee development efforts for the McLean County Farm Bureau Foundation including cultivating individual donor and corporate sponsor relationships

### **Do you have what we're looking for?**

- Excellent written, verbal, and interpersonal communication skills, including robust writing and presentation skills.
- Good project management and event planning skills, including the ability to manage multiple projects simultaneously, establish priorities and attention to details.
- Computer proficiency with a working knowledge of Microsoft Office, working knowledge of Adobe Creative Suite preferred
- 2 years of relevant experience or a combination of related experience, education and training.
- Ability to work both independently and as part of a team
- Farming or agriculture background preferred

- Bachelor's degree with education or course work in agriculture, communications or marketing preferred
- Ability to lift up to 40 pounds
- Occasional work in outside settings, including the McLean County Fair and community events.
- Access to reliable transportation
- This position is a full-time, in-office position in Bloomington, Ill.
- Primary work hours are regular business hours, but work may extend before or after normal business hours for meetings and events, particularly during the McLean County Fair.
- Occasional responsibilities for weekend programs or events and travel within the state of Illinois.

### **Why work with us?**

McLean County Farm Bureau® is a not-for-profit membership organization that advocates for agriculture, as well as providing education and information to help farmers and farmland owners. Our legacy of leadership stretches more than 100 years and your efforts will help make a difference for agriculture, farm families and our rural communities. You will be joining our small office of dedicated team members who facilitate programs and operations for the McLean County Farm Bureau as well as our Foundation and the McLean County Fair.

A competitive salary will be provided with access to our benefits package: medical, dental, vision, disability, and life insurance; 401(k) with company match; parental leave; paid time off; paid company holidays; and paid mileage for business travel.

McLean County Farm Bureau is committed to providing equal opportunity in all areas of employment, and in providing employees with a work environment free of discrimination and harassment. Employment decisions are made without regard to race, color, religion, age, gender, sexual orientation, veteran status, national origin, disability, or any other status protected by applicable laws or regulations.

This description has been prepared to assist in evaluating duties, responsibilities, and skills of this position. It is not intended as a complete list of specific duties, nor is it intended to limit responsibilities to those listed. It is understood that duties and responsibilities may be modified or additional duties assigned.

**To Apply:** Please submit cover letter, resume, and 3 professional references to [anna@mcfb.org](mailto:anna@mcfb.org) by October 25, 2024.