

Virginia Agribusiness Council

Position Description

POSITION TITLE

Director of Member Services and Events

POSITION SUMMARY

The Director of Member Services and Events oversees the strategic development, promotion and management of Council membership recruitment and retention as well as the planning, organization, and execution of Council meetings and events.

The Director of Member Services and Events provides leadership and involvement in all aspects of the Council's mission to *Represent Virginia Agribusiness with a Unified Voice*. The Director of Member Services and Events also supports the Council through successful planning and execution of member programs, fundraising activities, and development of short and long term strategies to enhance these programs.

EDUCATION, CREDENTIALS AND TRAINING

- Bachelor's Degree preferred
- Related work experience and working knowledge with associations, membership marketing, and events preferred
- Knowledge of agriculture, forestry or nursery industries preferred

QUALIFICATIONS

- Self-motivated, team player, with focus in consensus building
- Excellent people, organization, communication, and strategic thinking skills
- Always represents the Council by conveying a positive, professional image
- Ability to work on and manage a variety of projects simultaneously
- Must possess the ability to safeguard information of a confidential nature
- Proficiency in the use of current information technology skills (i.e. Microsoft Office applications, social media, etc.)
- Must be available to travel and work flexible hours, as needed

ORGANIZATIONAL RELATIONSHIP

- A. The Director of Member Services and Events reports to the Council Executive Director.

JOB DUTIES AND RESPONSIBILITIES

- A. Membership Recruitment and Retention Services - Develop and implement a comprehensive plan for membership retention and stimulate membership growth for the benefit of the Council. Specific duties may include:
1. Identify new groups of member prospects and developing new approaches to reach them; and research and analyze membership needs through the development and implementation of programs.
 2. Facilitate programs to increase membership and retain current members, including membership campaigns; website content and development; working with members to assist in recruitment efforts; creating promotional materials; and analyzing results.
 3. Respond to inquiries from current and prospective members and track results.
 4. Analyze membership dues categories in comparison to the marketplace and recommend changes as needed to Executive Director and Board of Directors.
 5. Keep current of all the latest membership marketing techniques and employ them as deemed appropriate.
- B. Event Management – Coordinate details of Council meetings and events. Specific duties may include.
1. Planning and executing membership meetings, Board and Committee meetings, Council fundraising events, and programs. These are including, but not limited to:
 - i. Annual Legislative Appreciation Banquet
 - ii. Council Connections
 - iii. Legislative Sporting Clays Tournament
 - iv. Annual Meeting
 - v. Board and Committee Meetings
 2. Development of materials for promotion of meetings and events.
 3. Development of sponsorship opportunities and growth of event revenues.
 4. Ensuring meeting logistics are handled.
 5. Provide coordination for events which includes problem-solving, decision making, and interaction and management of vendors.
- C. Administration

1. Assist in the administrative operations of the organization, meets internal control guidelines, and provides support when needed.
2. Generate membership billing and maintains current membership database.
3. Work with Executive Director to ensure financial tracking of membership and events revenues.
4. Ensure event registrations and website are updated in a timely fashion.

D. Other

1. Employee is not expected to have any direct supervisory responsibilities. May be asked to supervise staff related to specific projects and activities.
2. Perform any and all other duties as may be assigned by the Council Executive Director.

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of essential functions, responsibilities, or requirements.

POLICY AND DECISION MAKING

Within parameters set by the membership, plans, implements and successfully executes member events, programs, meetings, and retention and recruitment efforts. Develops and implements the most effective strategy for achieving the greatest success for event participation and support. Works to exceed approved budget goals for membership retention, growth, and events revenues.

This position is a bona fide executive position under the provisions of the Fair Labor Standards Act and is considered to be an exempt position in relation to wage and hour regulations.