

## **Position Description**

### **Nebraska Cattlemen *Director of Membership***

**Report to:** Executive Director

**Employment Status:** Full-time/Exempt

**Office Location:** Lincoln, NE

#### **Basic Responsibilities:**

Director of Membership: The primary responsibilities of the Director of Membership is Nebraska Cattlemen (NC) membership engagement, including identifying and implementing new and existing membership recruitment and retention strategies, making membership calls, and securing new memberships and subscribers to the Market Reporting Service (MRS). The director will coordinate membership drives requiring other Nebraska Cattlemen (NC) staff, coordinate the Association display at numerous trade shows throughout the year, and assign appropriate staff to attend to the display. The Director will have additional responsibilities of working with local affiliates to coordinate recruitment and retention efforts on an individual and local basis.

#### **Specific Responsibilities:**

1. Conduct membership engagement and sales, including retention of current members; renewal of previous members, and recruitment of new members.
2. Membership engagement will be conducted across all segments of the NC producer sectors: Cow/Calf Council, Farmer Stockman Council, Feedlot Council, and Seedstock Council.
3. Membership engagement and sales will include current and potential Allied Industry members and businesses.
4. Membership engagement and sales will include the NC Market Reporting Service subscription retention of current subscribers, renewal of previous subscribers, and recruitment of new subscribers.
5. Membership engagement and sales will include working with all NC affiliates throughout the state in the connection and promotion of their membership activities.
6. Membership engagement and sales will include the products and services of Nebraska Cattlemen Insurance Group (NCIG) in conjunction with FNIC.

7. Learning all facets of NC functions and duties to be most knowledgeable in the promotion and sales of NC memberships and subscriptions.
8. Work with the Communications Team to develop communications to local affiliate leadership, Vice Chairs of Member Services and Top Hand members.
9. Develop tools and information to assist members in recruitment and retention of members.
10. Provide staff support to the Membership Committee.
11. Provide staff support to other committees or councils at the direction of the Executive Vice President.
12. Contribute articles and updates frequently for the NC Insider and Nebraska Cattleman magazine and other communication efforts.
13. Develop budgets related to Membership.
14. Represent Nebraska Cattlemen in a highly professional manner within the office and at various local, state, and national meetings, conventions, and other events, including formal presentations at such events as assigned by the Executive Vice President.
15. Perform other duties as assigned.

**How to apply:**

Please send your cover letter and resume to [pmcclymont@necattlemen.org](mailto:pmcclymont@necattlemen.org) by September 17th, 2021.