

BUTTE COUNTY FARM BUREAU
Job Description
Program Coordinator/Irrigated Lands Outreach and Education

Butte County Farm Bureau (BCFB) is a non-profit grass roots organization whose purpose is to protect and promote the local agricultural community through outreach and advocacy. BCFB is part of California's largest farm organization the California Farm Bureau Federation which is comprised of 53 county Farm Bureaus representing 53,000 members in 56 counties.

BCFB strives to protect and improve the ability of farmers and ranchers engaged in production agriculture to provide a reliable supply of food and fiber through responsible stewardship of California's resources.

Farm Bureau is organized on a county, state and national basis. The county Farm Bureau is the nucleus of the organization. Membership is voluntary by payment of nominal annual dues which entitles them to the wide range of services and benefits of membership.

Responsibilities:

- Oversight of communication and education outreach for grower regulatory programming.
 - Learn, understand and remain current on regulations and program requirements.
 - Create newsletters and email communications to members.
 - Assist members in program compliance.
 - Attend, prepare presentations and present at outreach event, workshops and meetings.
 - Provide members with updates as needed and when called upon.
 - Work cooperatively with all program contractors to allow members the most up-to-date access to information and deadlines.
 - Ability to work collaboratively with regional staff, individuals, organizations, and agencies.
- Assist in membership development and retention for the organization.
 - Be familiar with the membership benefits and discount programs to educate members and encourage new Farm Bureau memberships.
 - Create a working knowledge and understanding of local agriculture – issues, policies, programs, events, news topics, etc. – to be able to interact and relate with members and potential members.
 - Learn and understand internal membership database program (CFBF Database).
 - Understand California Farm Bureau membership royalty program and track BCFB progress.
 - Communicate with all membership categories including, current, potential, former and delinquent members.
 - Prepare all membership mailings.

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- Create and have available membership packets.
- Prepare individual letters for potential members.
- Visit current, expired and potential members at the farms, ranches, offices or homes and discuss the value of Farm Bureau membership when necessary and appropriate.
- Develop new and creative methods for membership retention and growth.
- Represent BCFB at various meetings and workshops within the county that give BCFB access to potential new members and allow BCFB to be visible to current members.
- Provide public presentations about BCFB and benefits of membership.
- Oversee BCFB Membership Committee.
- Maintain relationships with Business members.
- Manage the execution of multiple BCFB events and program. Tasks may include but will not be limited to:
 - Invitation and promotional materials creation and distribution.
 - Handling of event contractors including such as caterers, rental firms, venues, sound, etc.
 - Recruiting event sponsors and tracking sponsor data.
 - Coordinating volunteers.
 - Tracking event attendance.
 - Organizing, set-up, take down and pick-up and return of borrowed/rented event needs.
- Prepare for and attend monthly Board meetings. Tasks include:
 - Preparation and distribution of the meeting agenda packet prior to and day.
 - Contacting all Directors to determine attendance.
 - Keeping the minutes of regular Board meetings.
- Answer telephones; greet members and the public entering the office.
- Perform general clerical duties as needed to include but not limited to: letter writing, photocopying, mailing and filing. Assist in the organization and maintenance of the office so that it operates effectively and efficiently.
- Assist in the management of BCFB's social media presence including keeping the BCFB website and Facebook page current and accurate with local news, media and event information.
- Maintain constant communication with BCFB Executive Director regarding any issues or items needing timely attention.
- Attend and assist in the organization and execution of all BCFB events as needed.
- Support BCFB Executive Director in operation of the Butte County Farm Bureau.
- Support BCFB Staff in the operation and execution of BCFB programs.
- Perform other duties as assigned.