

Ohio Farm Bureau Federation

Job Description

 X Exempt

 Non-Exempt

Date Written November 2016

Job Title:	Director, Membership Sales
Person in Position:	Open
Reports To:	Senior Director, Membership
Department:	Organization
Pay Band:	8
Company Vehicle:	Yes

POSITION SUMMARY: Grow the Organization by providing direct sales support for individual and business membership sales. Develop and deliver on-going sales training support to Organization Directors and other staff to ensure membership growth.

Primary Duties:

- 1) Engage in direct membership sales with individual membership prospects in cooperation with Regional Supervisors and Organization Directors.
- 2) Work with Business Development Field Director to provide direct sales support to business membership prospects with an emphasis on groups in tiers two and three.
- 3) Meet or exceed membership sales goals.
- 4) Work with training team to support Regional Supervisors, Organization Directors, County Office Administrators and other staff with the skills they need to succeed with membership sales.
- 5) Work with training team to support Organization Directors in providing volunteers with the skills they need to succeed with direct membership sales to individuals and business members.
- 6) Develop and deliver sales training tools and materials for Organization Directors, County Office Administrators and other staff.
- 7) Work with IT team to develop membership prospecting tools that Organization Directors, County Office Administrators and volunteers can use to increase membership.
- 8) Help develop sales objectives for Organization Directors to ensure membership growth.
- 9) Develop a positive environment for Organization Directors and county leadership to be successful in growing the organization.

Additional Duties:

- Other assignments as assigned by the Senior Director, Membership

MINIMUM EDUCATIONAL/EXPERIENCE QUALIFICATIONS

- **Bachelor's Degree**

MINIMUM SKILL QUALIFICATIONS

- **Proficient in basic computer skills**
- **Organizational skills**
- **Public speaking abilities**

MINIMUM OTHER QUALIFICATIONS

- **Five (3) years' work experience in a direct sales environment**
- **Must have and maintain a valid driver's license.**

PREFERRED QUALIFICATIONS

- **Knowledge or experience in agriculture.**

Employee Signature

Date

The employee's signature indicates that the description has been reviewed with the employee and that employee is aware of duties for which employee is responsible. Management has the right to change or add duties at any time.

11/2016
PAL/jns