

## Job Description- Operations Coordinator



**Job Title:** Operations Coordinator

**Reports to:** Director of Operations

**FLSA Status:** Exempt

**Targeted Salary:** \$54,000 – 60,000/yr

**Work location:** Hybrid with considerable travel required

**Benefits:** Company Vehicle, 401(K) with 3% company match, health insurance with HSA, vision, dental, BYOD phone stipend, vacation and sick leave

### **Position Summary**

The Operations Coordinator is a dynamic role focused on driving member engagement, supporting agricultural advocacy, and strengthening the Maryland Farm Bureau's presence at county and state levels. This position is responsible for planning and executing membership programs, increasing member participation, and serving as an ambassador to Maryland's agricultural community. The ideal candidate will be a collaborative and proactive leader with expertise in membership relations, event planning, and legislative communication.

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### **Core Responsibilities**

#### 1. Membership Growth, Engagement & Relations

- Foster strong relationships with members and support member inquiries.
- Actively contributes to creating new membership resources and provides training to counties on membership benefits, value, and access, ensuring alignment with Maryland Farm Bureau goals.
- Develop membership growth and engagement strategies, expand the CRM pipeline with new contacts and sponsors, and improve member retention.
- Engage third-party partnerships for additional member benefits and membership incentives.

#### 2. Legislative Communication & Policy Advocacy

- Update and communicate Maryland agriculture policy status, distinguishing between county and state-level issues.
- Serve as an agriculture ambassador to counties, supporting policy understanding and advocacy efforts.

#### 3. Event Planning & Program Execution

- Plan and execute a calendar of events, including conferences, forums, and member engagement activities.
- Coordinate and lead forums to gather feedback from county and regional members, aligning action plans with member needs.

#### 4. Educational Resources & Training

- Maintain a comprehensive database of on-demand video learning, webinars, and podcasts.
- Coordinate Government Affairs training and updates with county boards and members.

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- Serve as a resource to county representatives on proper board governance and effective membership communication strategies.
- Oversee volunteer and committee orientations providing support and guidance when needed

### 5. Relationship Management & Leadership Alignment

- Meet with District Directors to ensure alignment with board messaging and strategic objectives.
- Facilitate communication between state and county boards to support cohesive advocacy and membership initiatives.

### 6. Customer Relationship Management Software & Data Analytics

- Add and manage contact information in the CRM, maintaining an updated pipeline for potential members and sponsors.
- Analyze data on membership trends to identify opportunities for growth and member satisfaction improvement.

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### **Qualifications:**

- Bachelor's degree in agriculture, business, communications, or a related field or 3+ years of experience in member relations, event management, or agricultural advocacy.
- Knowledge of Maryland agriculture policy and legislation is preferred.
- Strong organizational and project management skills with experience in CRM management.
- Exceptional interpersonal and communication skills, including public speaking and presentation abilities.

### **Technical Skills:**

- Proficiency in CRM software and data management systems.
- Experience in event planning and program execution.
- Sales and/or fundraising experience
- Familiarity with digital communication tools, social media, and Microsoft Office Suite.

### **Soft Skills:**

- Empathy and strong relationship-building skills.
- Detail-oriented with excellent time management and multitasking abilities.
- Adaptability to work in a fast-paced environment and respond to changing priorities.

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**Equal Employment Opportunity Policy:**

Maryland Farm Bureau®, Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

**Application Procedures:**

Resumes with cover letters should be submitted by mail or email. Please include qualifications, background, education and references by COB Friday, March 13<sup>th</sup>. Resumes will be accepted until the position is filled.

**Resumes Should Be Sent To:**

Maryland Farm Bureau, Inc.  
Attn: Cari Bergner, Executive Administrator  
3358 Davidsonville Road  
Davidsonville, MD 21035

Email: [cbergner@marylandfb.org](mailto:cbergner@marylandfb.org)

Questions: Contact Tonya Meachem at 410-922-3426 ext. 210 or  
[tmeachem@marylandfb.org](mailto:tmeachem@marylandfb.org)