



Southeast MN Membership and Outreach Organizer

Organization Summary:

Minnesota Farmers Union is a progressive, grassroots membership organization that supports family farmers and rural communities. Drawing on the base values of education, cooperation and legislation, MFU works with individuals at the county, state, national and international level to sustain economically viable family farms, support new farmers, further agricultural education, increase consumer awareness and ensure that the voice of family farmers is heard by policy makers.

Brief Description:

The Southeast MN Membership and Outreach Organizer will work with the Membership Director, other MFU staff, and a team of remote outreach staff to engage and build membership and leadership in Southeastern MN (Houston, Fillmore, Mower, Winona, Olmsted, Dodge, Wabasha, Goodhue, Rice, Dakota, Scott, Carver, Hennepin, Ramsey, and Washington counties). This position reports to the Membership Director.

The primary responsibilities of this position are to recruit new members to MFU; encourage existing members to renew their memberships; represent MFU at trade shows and events throughout the state; partner with county presidents and other officers to organize regular meetings and socials that promote the work of the organization; and build MFU as a positive force in rural Minnesota.

Responsibilities and Job Duties:

- Recruit and sign up new and renewing members
- Conduct ongoing one-on-one outreach meetings and visits with members
- Communicate regularly with county leaders and members
- Partner with county leaders on membership efforts, including driving attendance to meetings, socials, and statewide events
- Encourage and facilitate county leadership
- Represent and staff MFU booths at trade shows, conferences, festivals, Farm Fest, community meetings, and the State Fair
- Communicate regularly with the Membership Director to discuss activities, contacts, and travel
- Act as a liaison between MFU members and the Legislative team, sharing members' concerns and needs
- Learn and use the MFU membership database on a regular basis
- Organize and help facilitate MFU programs and events, including but not limited to: county conventions, member education sessions, MFU state board meetings, and MFU State Convention
- Assist office staff with preparations for large MFU events, including State Convention and Lobby Day
- Participate in and contribute to MFU staff meetings

Experience, Qualifications, and General Requirements:

- Previous experience in community organizing
- Previous experience with family farms and rural issues
- Enthusiasm for building networks and promoting MFU in rural Minnesota



305 Roselawn Ave E ■ Suite 200 ■ St. Paul, MN 55117
Phone: (651) 639-1223 ■ www.mfu.org

- Excellent written, oral, and electronic communication skills
- Strong, empathetic listening skills
- Ability to take initiative and ownership of projects
- Positive attitude and emotional resiliency
- Initiate creative and innovative approaches to member recruitment
- Ability to adapt to fluctuations in workload throughout the year
- Ability and willingness to work remotely
- Must have a good driving record and reliable vehicle
- Must be available to work some weekends and nights and travel
- Well organized, responsible, reliable, and committed to MFU's mission
- Strong computer skills and reliable internet access

Position Details:

The position is based remotely in rural Minnesota. Starting salary range: \$45,000 - \$50,000. Full time, Monday - Friday, 8:30 a.m. - 4:30 p.m. with flexibility to travel and attend frequent evening and weekend events as required. Medical, dental, life, long-term and short-term disability insurance, 401K, paid vacation and sick leave provided.

To Apply:

Submit a PDF cover letter, resume, and three references to hr@mfu.org by Friday, June 3. No phone calls or visits please.