



## Job Description

### 1. Job Title

Membership Development Officer

### 2. Reports To

Commercial, Membership and Technical Director

### 3. Purpose

To support the Commercial, Membership and Technical Director in the daily running of the membership department, to assist with membership related initiatives, and to liaise directly with a number of UFU Groups supporting their UFU membership retention and recruitment activities.

### 4. Key Accountabilities

N/A

### 5. Key Responsibilities

Work effectively as part of the Headquarters Membership.

Liaise directly with a number of UFU Groups to assist them with their UFU membership retention and recruitment.

Promotion of student membership and organisation of events for the student membership category.

Organise and co-ordinate and promote Group/HQ winter programme meetings.

Involvement when required on recruitment panels for HQ & Group Office staff.

Assist Membership Director with corporate membership.

Actively identify prospects for membership and actively recruit new members.

Monitoring UFU membership targets using the UFU database.

Producing UFU marketing and press materials where appropriate.

Managing and building relationships with Group Managers.

Assisting with UFU presence at events such as the Balmoral Show.

Representation of UFU at Livestock marts across NI.

Co-ordinating Group Manager training.

Assisting with UFU membership initiatives.



Maintain accurate and up to date records.

Maintain a strong knowledge of the agriculture industry and agricultural policy issues.

Participate in and contribute to team and full staff meetings.

Where necessary you may be required to work outside normal office hours and to undertake overseas travel.

Responsibility for Group activity PR.

Assisting in the co-ordination of UFU Training Division.

Develop the membership journey.

Lead on CRM Data Capture Project, collecting data from all family.

Work with the Commercial and Membership Director on membership development projects.

Aid with the affinity partner deals and communicate with affinity partners.

To undertake any other duties in order to meet personal, team and organisational objectives following consultation with your manager.

Where necessary you may be required to work outside normal office hours and to undertake overseas travel.



## 6. Skills and Knowledge

	<b>Essential</b>	<b>Desirable</b>
<b>Education / Training / Qualifications</b>	<ul style="list-style-type: none"><li>Third level qualification in an agriculture/business related subject or relevant / significant experience</li></ul>	<ul style="list-style-type: none"><li>A Degree in an agriculture related subject</li><li>Business related qualification</li></ul>
<b>Experience / Background / Knowledge</b>	<ul style="list-style-type: none"><li>A knowledge of the role of the Ulster Farmers' Union</li><li>A strong knowledge of the agriculture industry and current agricultural issues.</li></ul>	<ul style="list-style-type: none"><li>Significant experience in selling to the farming community</li><li>Practical experience of PR</li></ul>
<b>Skills and Competencies</b>	<ul style="list-style-type: none"><li>Strong communication and organisational skills</li><li>Good at relationship building and ability to work independently</li><li>Self-motivated and able to work to deadlines without close supervision</li><li>A flexible approach to work and a willingness to take on new challenges</li><li>Knowledge of computer systems and applications.</li><li>Demonstrable ICT skills</li></ul>	
<b>Attributes</b>	<ul style="list-style-type: none"><li>Team player</li></ul>	
<b>Other</b>	<ul style="list-style-type: none"><li>Access to a vehicle and valid clean licence</li></ul>	