

Ohio Farm Bureau Federation

Job Description

Exempt

Non-Exempt

Date Written January 2019

Job Title:	Director of Strategic Partnerships & Nationwide Services
Person in Position:	
Reports To:	Vice President of Strategic Partnerships
Department:	Strategic Partners
Location:	State Office
Pay Band:	8
Company Car:	No

POSITION SUMMARY: The Director of Strategic Partnerships creates and manages key relationships that increase the visibility and brand of the organization. The goal of the position is to assist the Vice President of Strategic Partnerships (VPSP) efforts to drive revenue for the Federation by offering valued collaboration efforts, products, services, solutions and growing existing and building new partnership opportunities for the organization.

Primary Duties:

1. Implement new and grow existing partnerships.
2. Strategize, develop and direct effective partnership activities for the organization.
3. Lead efforts, designated by the VPSP, related to growing the OFBF and Nationwide relationship including:
 - a. Working with the senior consultant, business development for Nationwide Sponsor Relations, business development field director for OFBF, organization directors, Nationwide agents and more to develop mutually beneficial business opportunities.
 - b. Strengthen relationships between Nationwide agents and associates and Farm Bureau programs that enhance sales.
 - c. Develop membership and Nationwide sales opportunities.
 - d. Assist in Land as Your Legacy programming.
 - e. Develop strategies to expand Nationwide's financial and commercial product and service portfolio within Farm Bureau membership base.
 - f. Work with organization directors and county leadership to promote Nationwide partnership, products and services.
4. Lead efforts, designated by the VPSP, to grow additional existing partnerships and develop new partnership opportunities, including assisting in the identification of potential partnerships, benefit needs of relevant stakeholders and new market opportunities.
5. Champion and manage new projects to create stronger partnerships.
6. Manage the relationship, as directed by VPSP, with members and vendors to build the brand and business.
7. Collaborate within and outside the organization as needed to devise strategies and tactics for developing and growing partnerships. Liaise with partners to solve issues and communicate needs.
8. Contribute to OFBF media efforts as needed.

9. Manage internal workflow, track revenue and expenses, track project performance, meet budgetary objectives and report to management and as directed.
10. Build and maintain key contacts across the food, agriculture, business, education, political landscapes and more.
11. Daily monitoring of actions of key partners and sharing content with key staff and leaders.
12. Identify and prepare coworkers and members for specific events/activities.
13. Plan/carryout special events.
14. Collaborate with counterparts in other ag groups, state Farm Bureaus and American Farm Bureau.
15. Prepare materials, communications, reports and more related to growing and maintaining strategic partnerships.

Additional Duties:

- Other assignments as assigned by the Vice President of Strategic Partnerships

MINIMUM EDUCATIONAL EXPERIENCE QUALIFICATIONS

- **Bachelor’s degree in business, agriculture, agriculture business, communications, agricultural communication, marketing or related field**

MINIMUM SKILL QUALIFICATIONS

- **Strong networking skills**
- **Strong ability to communicate and develop professional relationships with a wide variety of current and potential organizational partners and members**
- **Excellent client-facing and internal communication skills including verbal and written, attention to detail and multitasking skills**
- **Strong ability to communicate on agricultural topics including (but not limited to) agricultural business, agricultural production, policy, economics, food issues, science, social issues, environmental issues**
- **Strong sales, project management, business, budgeting and financial management skills with a track record of success**

PREFERRED QUALIFICATIONS

- **Minimum of five (5) years experience in a related position**
- **Ability to manage budgets**
- **Goal oriented**

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.