



VICE PRESIDENT— Organization

About the Utah Farm Bureau Federation

The Utah Farm Bureau Federation (UFBF) is the largest general farm and ranch organization in the state, with more than 37,000 member families. Its mission is to inspire all Utah families to connect, succeed, and grow through the miracle of agriculture. It strives to bring value to every citizen and community through love of God, family, country, and the land through political, educational, and informational means.

Role of the Organization Division

UFBF works to strengthen agriculture, support farm and ranch families, and connect communities with the people and values behind their food. This position plays a key role in helping that mission come to life through education, leadership development, and authentic community engagement.

Job Description

Consumer Engagement

- Work to coordinate UFBF's efforts to connect with consumers through media, special events, and building relationships of trust
- Write articles for UFBF publications and the UFBF website
- Research consumer trends and how those trends influence agriculture; then translate this into strategic action plans for UFBF leadership and general membership.

Coordinate the State Promotion and Engagement (P&E) Committee

- Regularly meet with the state P&E committee chair
- Help committee set goals with measurables and track progress
- Train new state committee members
- Create training/leadership binders for state chairs
- Facilitate logistics for all committee meetings—location, food, facility, distribute minutes, prepare handouts, schedule Zoom conferencing sessions
- Order promotional materials – shirts, hats, etc.
- Make travel arrangements for committee members to travel to AFBF conferences
- Coordinate marketing and logistics of state promotion and engagement, most notably
 - State Fair Events
 - 'Meet a Farmer' events
 - Family Dinner Projects
- Create promotion resources and programs for the County Farm Bureaus to use on local levels

- Development of District Ag Promotion chairs—leadership development
- Helping district chairs plan and execute regional P&E activities
- Enlist the help of county P&E chairs to enhance Farm Bureau’s social media presence
- Coordinate promotion efforts with Communications Division efforts for message alignment

Supervisory Role:

- Supervise and mentor the administrative staff, which includes the
 - **Member services coordinator** - Member Benefit Program, YF&R committee assistant, Website Contributor (FT)
 - **Event Planner/Executive Assistant** - Event planner, Board of Directors’ assistant, AGPAC secretary, all UFBF travel arrangements (FT)
 - **Membership Specialist** - Membership marketing, digital advertising programs, UFBF Website and Magazine Contributor (PT)
 - **Farmers Market Manager** - (PT)
 - Contract help - membership renewals, mailings, and other special projects
- Understand each of the programs and responsibilities assigned to all my supervisees and stay abreast of developments in each area
- Oversee the flow of work of those I supervise
- Authorized to sign corporate checks

State Fair

- Review contracts, coordinate with CEO about contracts and sponsorships
- Write and coordinate ag educational lesson plans for Barnyard Friends
- Coordinate Farm Bureau volunteers for Barnyard Friends and ‘Farm Bureau Day at the Fair’
- On-site coordination of Barnyard Friends elementary school tours, lessons, and activities
- Coordinate signage and Farm Bureau photo op stations at the fair
- Plan and coordinate consumer engagement activities on ‘Farm Bureau Day at the Fair’

Leadership Development

- Coordinate and troubleshoot FB University
- Assist Leadership Development with FB University, FB County Minute Training, FB Builder program, AFBF’s County Leader Week
- Know and use Zoom technology to help train staff, state board, state committees, and county boards
- Assist in developing content for Board & County Presidents’ Leadership Retreat
- Plan and execute a leadership training seminar for the three state committees (Promotion and Engagement, Young Farmers & Ranchers, and Women’s Leadership)
- Promote a more unified effort among the three standing committees through communication and inclusivity
- Develop leadership resources for the website

Staff Development

- Assist staff in review of UFBF strategic goals and make staff recommendations for the coming three years
- Assist with employee incentive-based bonus program and staff goal setting
- Help onboard new employees with the use of FB University
- Help plan employee retreats and trainings
 - StrengthsFinder leadership tool

- UFBF involvement with Ronald McDonald House

Miracle of Agriculture Foundation

- Work in partnership with the Director of the Miracle of Agriculture Foundation to support and advance foundation initiatives that address food insecurity and strengthen communities across Utah.
- Coordinate and contribute to outreach efforts, programs, and activities aligned with the Foundation's mission.
- Collaborate on the planning and execution of foundation meetings, events, and communications.
- Help strengthen alignment and collaboration between Utah Farm Bureau programs and Foundation initiatives.
- Support the development and coordination of partnerships with organizations and stakeholders that advance fundraising and program efforts.

<< MORE INFORMATION ON NEXT PAGE >>

Qualifications

- Bachelor's degree in one of the following areas or related fields: agriculture, education, communications/marketing/public relations
- Experience in leadership development, volunteer coordination, communications, or public outreach.
- Background in event planning, educational programming, or advocacy training.
- Excellent interpersonal, organizational, writing, and public speaking skills.
- Ability to manage multiple programs, committees, and events simultaneously.
- Willingness to travel statewide and work occasional evenings/weekends during events.

Preferred Qualifications

- Experience working with agricultural organizations, advocacy organizations, or membership-based non-profits.
- Supervisory experience beneficial

Reporting Structure

- Reports to: Chief Executive Officer
- Supervises: Farmers Market Manager and assigned program staff
- Works closely with volunteer committee chairs, communications staff, and membership leadership

Salary Range

The expected starting salary for this position is \$89,000, with the final offer determined based on experience, skills, and qualifications.

Benefits

- Opportunity for an annual performance-based bonus
- A full range of company-provided benefits, including:
 - Health insurance
 - Dental insurance
 - Vision insurance
 - Long-term disability insurance
 - Group life insurance
 - Company Vehicle
- Vacation, sick leave, and paid holidays (9 days per year). You will accrue additional vacation days after the first full year of service.
- Opportunity to participate in the UFBF 401(k) Savings Plan, which include 100% employer match on the 6% of participant deferral in UFBF 401 (k) savings plan and a non-discretionary employer 401 (k) bonus contribution of 5%

To Apply:

Please submit a resume and cover letter describing your experience to spencer.gibbons@fbfs.com by **5 p.m., April 6, 2026**.

Utah Farm Bureau Federation is an equal opportunity employer.