OKLAHOMA FARM BUREAU FEDERATION
POSITION DESCRIPTION

POSITION TITLE: South East Field Representative
DEPARTMENT: Organization and Member Programs
DATE: 9/21/2026

A. SUMMARY

Provides for the effective coordination and implementation of all Farm Bureau programs such as membership acquisition and maintenance, policy development, service-to-member programs, commodity programs, leadership development and training, and county program development through the county Farm Bureau organizations.

B. PRINCIPAL DUTIES AND RESPONSIBILITIES

Attend monthly county board meetings and annual county meetings. Critique and advise Board of Directors on improvements for annual meetings.

Serve as coordinator between state and county offices for all Farm Bureau programs and activities.

Motivate/assist/train county voluntary leadership with the appointment and activation of county membership committees and program planning committees.

Assist with training and development of plans and procedures for membership campaigns. Monitor and maintain continuous contact during the campaign, and continually assist in educating proper performance of duties and responsibilities.

Assist and train county Farm Bureau leaders (Officers and county Board of Directors) regarding their duties and responsibilities, and encourage the leaders to be active in county, state and national Farm Bureau affairs.

Schedule and conduct district-wide and assist and provide guidance for county-level informational meetings relating to policy development, current policies and Farm Bureau programs. Organize county support for campaigns on statewide and national issues.

Provide regular progress reports, updates and educational information to county boards regarding member service programs.

As a registered lobbyist, maintain contact with county leaders and OKFB public policy department and encourage grassroots advocacy efforts.

Encourage counties to provide opportunities for school age youth to grow and develop through participation in various agricultural related youth clubs/organizations.

Assist county leadership in the activation of the county Young Farmers & Ranchers (YF&R) program and connecting potential members with the YFR coordinator. Motivating and training YF&R to become leaders within Farm Bureau and YF&R awards program.

Work with county leadership to plan promotional activities for the county Farm Bureau. Supply promotional materials to the counties.

Assist the county with starting and strengthening the Women's Leadership committee and Young Farmers and Ranchers committee.

Work with the counties to develop a positive public image. Assist counties with training, motivating and promoting agriculture within the county.

Provide assistance, training and direction to county office administrator/ county secretaries regarding Farm Bureau programs, activities, county records, membership.

Other duties as assigned by Management.

C. REPORTING RELATIONSHIPS

1.	Reports Directly to:	Director of Field Staff
2.	Also Works with:	All Federation Staff State Leadership County Leadership County Secretaries Insurance District Managers and Agents
3.	Directly Supervises:	None

D. DIMENSIONS

Bachelor's Degree in Agriculture or related field.

3 to 5+ years closely related agricultural/business related work experience.

Proficient PC skills to include use of various software packages.

Proficient oral/written communication and motivation skills.

Ability to work individually and/or with groups.
Ability to coordinate and complete projects with minimal supervision.

Interpersonal skills to work and relate with a variety of individuals.

Ability to implement, coordinate and manage numerous Farm Bureau activities in addition to organizing action committees of various types (constitutional amendments, commodity referendums, etc.).

Flexible work schedule to include night board meetings, extended hours and overnight travel and some weekends.

Valid Driver's License with acceptable driving record.

Ability to succeed in gaining cooperation and support of volunteer leaders to effectively carry out policies and programs at the county level.