

Regional Membership Coordinator

Position Description



Who We Are

Wisconsin Farmers Union (WFU) is a progressive, grassroots membership organization rooted in community, cooperation, and advocacy. We're here to make life better for farmers, rural communities, and everyone who cares about a fair food system. From across the countryside to the State Capitol, we bring people together around shared values to lift up family farms, protect our land and water, and make sure rural voices are heard loud and clear.

Why This Role Matters

Do you love connecting with people, hanging out at ag events, and building community? As a Regional Membership Coordinator, you'll be the boots on the ground and the friendly face of Wisconsin Farmers Union across northwestern Wisconsin. A diversity of tasks helps keep this role feeling fresh—one day you may be at a conference running the WFU booth, the next helping a local chapter host its annual meeting, or recruiting new members at a pasture walk. You'll be at the heart of growing our movement: engaging new members, supporting grassroots chapters, and making sure people feel seen, heard, and part of something bigger.

This is a role for a natural connector—someone who thrives on conversation, loves problem-solving with others, and gets excited about strengthening rural communities.

What You'll Do

- **Build community:** Stay connected with WFU chapters and members, helping them dream big and pull off great events and programs.
- **Grow membership:** Recruit new members and keep current ones engaged through outreach, follow-up, and creative ideas that make people want to stick around.
- **Support grassroots leaders:** Help local chapters plan events, organize educational programming, and bring their ideas forward to WFU staff and leadership. Help create resources and training for member-elected chapter officers and other future leaders within WFU.
- **Be our boots on the ground:** Represent WFU at conferences, conventions, field days, and other ag events—spreading the word and making new friends for the organization.
- **Keep things running smoothly:** Use our membership database, share updates with staff and chapters, and make sure the behind-the-scenes details don't get lost.
- **Collaborate:** Work with colleagues on statewide events like our Annual Convention, Lobby Day, and summer programs—and connect members with training, leadership development, and advocacy opportunities.

Who You Are

- A people person who genuinely enjoys conversation and meeting new folks—the kind of person who could strike up a chat in line at the coffee shop.
- Someone who loves rural communities and understands the value of family farms.

- A strong communicator, whether that's face to face, on the phone, or through email and social media.
- Organized but flexible, able to juggle details while rolling with the occasional surprise.
- Excited about traveling (WFU reimburses travel costs) and ready to work some nights and weekends when the action is happening.

Qualifications We're Looking For

- People skills: You're a natural networker who loves connecting with folks and building relationships.
- Experience: Bachelor's degree in a relevant field or at least three years in community organizing, outreach, membership work, or similar roles.
- Rooted in rural: Familiarity with farming, food systems, or rural advocacy is a big plus.
- Tech-friendly: Comfortable with membership databases, Microsoft Office, and social media (extra points for experience with association management or membership database software).
- Organized but flexible: Able to balance multiple projects and pivot when needed.
- Strong communicator: Clear and effective in writing, speaking, and listening.
- Community-minded: Willingness to work evenings and weekends for key events (WFU covers travel).
- Other requirements: Able to lift up to 35 pounds and travel regularly throughout northwestern Wisconsin.

Nuts & Bolts

- Location: Based out of our Chippewa Falls office, with regular travel across Region 1 (northwestern Wisconsin).
- Salary: \$57,000
- Perks: Medical, dental, vision, life, disability, retirement match, generous PTO, plus the joy of working with a mission-driven team.
- Reports to: Membership Engagement Director.

How to Apply

Send a resume, cover letter, and three professional references to Kirsten Slaughter, Membership Engagement Director, at kslaughter@wisconsinfarmersunion.com by noon on October 31, 2025, for priority consideration.