

**AMERICAN FARM BUREAU FEDERATION
IDEAg Group, LLC**

POSITION ANNOUNCEMENT

Position Summary:

IDEAg Group, LLC is seeking candidates for a Sr. Sales Director position. As a member of the IDEAg management team, the Sr. Sales Director will deliver sales and business goal achievements, lead and develop a strong sales team, and develop a strong sales culture of success. IDEAg is launching an aggressive growth strategy, and the Sr. Sales Director will be responsible for ensuring the right team is in place to create and execute long-term sales and marketing plans and setting and achieving targets based on IDEAg growth goals. In addition, the Sr. Sales Director will be responsible for ensuring a customer-service and customer-satisfaction culture, focus and mindset is achieved through trust, communication, proactive collaboration and a positive, professional work environment.

About the Company:

IDEAg Group operates trade shows and events in Minnesota, South Dakota, Illinois and Texas, connecting farmers to national, regional and local businesses. IDEAg Group offers a competitive salary and bonus for the right strategic thinker who is able to be hands on and execute as well.

Office Location:

The individual in this position may work at their home, but they also must be able to work on-site at the company's Minneapolis–St. Paul location on a frequent basis.

To Apply:

A full position description follows. To apply for this position, please send cover letter and resumé to careers@fb.org.

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POSITION ANNOUNCEMENT

TITLE: Sr. Sales Director

TEAM: IDEAg

POSITION OBJECTIVE: As a member of the IDEAg management team, provide accountability and direction to the sales and marketing function, with the primary responsibility for developing sales plans and strategies to deliver revenue for AFBF & IDEAg Group, LLC.

REPORTS TO: Chief Financial Officer & Treasurer

DUTIES and RESPONSIBILITIES:

- Oversee the development and execution of sales and marketing programs designed to achieve company sales and marketing objectives, targeted towards existing and new platforms, markets and opportunities. Ensure sales/marketing programs and goals are consistently communicated and implemented, including solid measurements and accountability.
- Institute a teamwork approach through trust, communication, proactive collaboration and a positive, professional work environment.
- Provide leadership, oversight and accountability for the sales team, including:
 - Recruiting, coaching and motivating;
 - Defining and identifying optimal sales force structure based on strategic company objectives;
 - Developing performance goals and holding the sales team accountable for achieving goals;
 - Developing and managing sales budgets;
 - Defining and coordinating sales training programs to enable staff to achieve their potential and support company sales objectives;
 - Developing strategies for to create new business opportunities, managing customer expectations and achieving a high level of customer satisfaction;
 - Identifying and implementing sales processes, infrastructure and customer relationship management (CRM) systems to drive desired sales outcomes and identify improvements where and when required;
 - Analyzing, evaluating and communicating the effectiveness of sales programs, cost and results. Review all processes to achieve continuous improvement.
- Identify and develop strategic professional service opportunities and drive revenue growth through and across platforms and client partnerships.
- Support management of major and critical accounts. Establish and maintain relationships with industry leaders, and key strategic partners to generate new business opportunities and increase sales.
- Monitor customer, market and competitor activity and provide feedback to company leadership team and other company functions.
- Collaborate with IDEAg management team members to ensure cross-functional operational success; topic areas include but are not limited to:
 - Establishing successful marketing and communications programs, including all digital and social media marketing materials, and internal and external channel and partner communications.
 - Developing and maintaining budgets, agreements and contracts;
 - Conducting site inspections and producing feasibility studies for current and future sites
 - Creating and maintaining sales operational policies and procedures;
 - Coordinating and securing sponsorships;

EDUCATION OR TRAINING REQUIRED:

- Bachelor's degree

EXPERIENCE AND SKILLS REQUIRED:

- 7 - 10 years of proven leadership experience in sales and marketing, identifying opportunities, and developing and implementing successful sales plans. Event and large trade show sales and marketing experience, professional services, and strong knowledge and relationships with agriculture industry partners a plus.
- Extensive verbal written and presentation abilities, who generates confidence and trust with the organization and key stakeholders.
- Strong motivational, interpersonal and leadership abilities. A demonstrated ability to get results through others. A mentorship mindset.
- Strong forecasting, budgeting, planning and organizational experience, and proven ability to manage multiple projects/demands.

PREFERRED EDUCATION/EXPERIENCE/TRAINING/SKILLS:

- Masters degree or other advanced degree preferred.

PERSONAL CHARACTERISTICS:

- Open-minded, dependable and reliable, honest and straight-forward in communications and actions; accountability and attention to detail is critical.
- Exceptional business acumen with emphasis in best-in-class sales processes. Savvy in structuring sales goals and forecasting of revenue.
- Self-motivated leader with the capability to inspire, motivate and drive a high-performing organization.
- Entrepreneurial and a creative differentiator. Strategically-minded, well-organized and disciplined. Agile enough to be strategic, yet hands-on enough to ensure execution and connection with customers and employees.
- Strong verbal and written communication skills.

OTHER REQUIREMENTS:

- Travel as required – approximately 30-40%.
- Position may work from home, but will often work on-site at company's Minneapolis–St. Paul location.

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