



**4-H MANAGEMENT BOARD
MARKETING AND PUBLIC RELATIONS DIRECTOR
JOB DESCRIPTION**

General Description

The 4-H Management Board Marketing and Public Relations Director collaborates with the Youth, Families, and Communities (YFC) Marketing and Communications Specialist to coordinate the marketing and public relations activities for the State 4-H Management Board and the California 4-H Youth Development Program (YDP). The Marketing and Public Relations Director coordinates the efforts of the Marketing and Public Relations Management Committee and any related ad-hoc committee(s).

Objectives

1. Chair and oversee the Marketing and Public Relations Management Committee, to support and promote the program vision of the California 4-H YDP.
2. Develop, coordinate and direct public relations activities to:
 - a. Increase awareness of the 4-H YDP statewide
 - b. Promote and increase awareness of statewide 4-H events, activities and other opportunities
 - c. Encourage and increase member and adult volunteer participation
 - d. Increase participation in underrepresented communities in California.
3. Develop, coordinate and direct internal and external representation on behalf of the California 4-H YDP.
4. Stay informed of new developments from the National 4-H Council, USDA/NIFA, California 4-H Foundation and State 4-H Office, as they relate to marketing and public relations, and utilize this information to enhance outreach activities.

Specific Skills

1. Experience in directing, marketing, or public relations for a non-profit organization or business.
2. Strong leadership skills.
3. Ability to relate to and work with diverse youth and adults.
4. Enthusiasm, patience, understanding and the ability to motivate youth and adults.
5. Ability to resolve conflict in a timely manner.
6. Ability to communicate effectively.
7. Ability to think strategically.
8. Good organizational skills.
9. An understanding or willingness to learn about the University of California, Division of Agriculture and Natural Resources (UC ANR), UC Cooperative Extension (UCCE) and statewide 4-H YDP mission and organizational structure, including the California 4-H Foundation, and communicate it to others.





Specific Responsibilities

1. Become actively enrolled in the 4-H program as either a youth member or an adult volunteer, prior to serving as Director.
2. Follow and abide by the State 4-H Management Board Marketing and Public Relations Director Job Description.
3. Provide leadership to and manage the marketing and public relations efforts of the state 4-H YDP.
4. Collect data and analyze existing marketing and public relations efforts for effectiveness to ensure all segments of the population are targeted, particularly underserved youth, families and communities.
5. Develop and oversee the marketing and public relations budget subject to approval by the State 4-H Management Board. Authority to re-budget between line items or recommend changes to the budget as needed, per Management Board approval.
6. Chair the Marketing and Public Relations Management Committee, and coordinate any related ad-hock committees.
7. Provide external communications with media (i.e., radio, newspapers, etc.).
8. Provide internal communications with members, participants, adult volunteers and staff.
9. Identify and provide external representation and support on behalf of the State 4-H YDP (e.g., fairs, events, school groups, community boards).
10. Identify and provide internal representation and support on behalf of the State 4-H YDP.
11. Serve as an active member of the State 4-H Management Board and attend regularly scheduled meetings.
12. Work closely with the State 4-H Office staff to ensure that all marketing and public relation efforts align with the vision of the California 4-H YDP.
13. Attend scheduled orientation and training sessions for Directors.

Relationships

The Marketing and Public Relations Director is responsible to the YFC Marketing and Communications Specialist and the Associate Director of 4-H Program and Policy. The Marketing and Public Relations Director cooperates with the other Directors on the State Management Board, as well as other adult volunteers, members and participants in the 4-H YDP. The Marketing and Public Relations Director is expected to network, collaborate and cooperate with community groups, youth-serving organizations, industry groups, schools, fairs, internal and external agencies, interested individuals and local media. Director orientation will be closely coordinated with the 4-H YDP staff to ensure compliance with 4-H and University policies

Time Involved

The time needed to do the job varies throughout the year. It is estimated that on average 12-16 hours per month throughout the year would be required to do this job well.





Benefits

- Learn new skills and strengthen job skills
- Resume building
- Grow personally and professionally
- Positively contribute to the youth of California

Reimbursement/Compensation

1. Telephone bill reimbursement for long distance calls pertaining to Director work (up to the maximum set by the 4-H Management Board).
2. Postage reimbursement for mailings pertaining to Director work (up to the maximum set by the 4-H Management Board).
3. Participation in one professional/volunteer development opportunity pertaining to Director work will be paid (subject to funding and approval by the State 4-H Management Board).
4. Equipment necessary to carry out the essential duties of this position (subject to funding and approval by the State 4-H Management Board).
5. Travel to and from State Management Board and Committee meetings.

Term of Appointment

The Marketing and Public Relations Director shall serve a two-year term, with eligibility for reappointment to another two-year term. There must be at least a two-year period after the second term before reappointment can be made to the same position. Applicants will go through an application and selection process.

I have reviewed this job description, and I am willing to volunteer and to serve in the capacity of the Marketing and Public Relations Director.

Applicant's Signature

Date

Associate Director of 4-H Program and Policy

Date

The University of California, Division of Agriculture & Natural Resources (ANR) prohibits discrimination or harassment of any person in any of its programs or activities (Complete nondiscrimination policy statement can be found at <http://ucanr.org/sites/anrstaff/files/107734.doc>). Inquiries regarding ANR's equal employment opportunity policies may be directed to Linda Marie Manton, Affirmative Action Contact, University of California, Davis, Agriculture and Natural Resources, One Shields Avenue, Davis, CA 95616, (530) 752-0495.

