



## Volunteer Role Description

## Statewide Equine Planning Team Marketing and Promotions

### General Description

California 4-H strives to provide healthy and positive environments that helps members reach their full potential. The role and performance of an Equine Event Team Leader can significantly influence the positive outcomes of youth participation at these events.

The Marketing and Promotions Co-leaders are expected to serve as a representative and partner of the University of California 4-H State Office and participate in all scheduled activities as prescribed by their selected role. This role will function under a youth-adult partnership model with an adult volunteer and youth member operating as co-team leaders.

### Qualifications

4-H adult volunteer, youth member, or program partner at least 14 years old, in good standing with their county, who has:

- Knowledge of the 4-H Youth Development Program (4-H YDP), its mission, core values and policies.
- Ability to co-lead under a youth-adult partnership model.
- A passion to increase accessibility, opportunities, and quality of statewide equine events for all California 4-H members.
- The ability to work as a member of a team to work through a prescribed itinerary and timeline.
- Commitment to complete all agreed upon duties and assignments.
- A strong understanding and ability to use current technology and social media communication tools (Zoom, Facebook, Instagram, Twitter, etc.).

### Essential Functions

Marketing and Promotions Leaders must have the physical, emotional, and cognitive ability plus strength and endurance to:

- Sit for extended periods of time in front of a computer screen or mobile device.
- Interact verbally with adults and youth in a variety of situations.

### Duties

The Marketing and Promotions Leaders:

- Works with the Equine Coordinator and the 4-H Marketing and Communications Specialist to develop and deliver the 4-H Statewide Equine Program Marketing Strategy.
- Ensures that 4-H families, county personnel, and program sponsors are updated on all statewide equine events in a timely manner.
- Promotes the CA 4-H brand, policies, and core values.
- Works with 4-H Marketing and Communications Specialist to develop promotional materials for social media and website.
- Schedules promotional material delivery on social media and websites.
- Participates in all Planning Team meetings, webinars, conference calls throughout the year.

- Communicates regularly with all members of the team.
- Emails & Phone/text communication as needed

### **Relationships**

The 4-H Equine Planning Team Marketing and Promotions Leader builds relationships with:

- California 4-H State Office staff.
- California 4-H families.
- 4-H County YDP staff.
- Community partners, vendors, and venues.

### **Time required** (approximately 50 hours per program year)

The 4-H Equine Planning Team Marketing and Promotions Leader allows sufficient time for:

- Completion of all required tasks by prescribed due dates.
- Participation in 6 online video meetings, approximately 2-hours each.

### **Length of Service**

- Youth members – 1-year term with opportunity to renew for one additional term.
- Adult members – 2-year term.

The University of California Division of Agriculture & Natural Resources (UC ANR) is an equal opportunity provider.