



**Riverside County 4-H Youth Development Program
4-H MANAGEMENT BOARD VISIBILITY AND PUBLIC RELATIONS DIRECTOR
JOB DESCRIPTION**

General Description

The 4-H Management Board Incentives and Recognition Director is a middle manager and provides leadership to and coordinates the visibility and public relations activities for the Riverside County 4-H Youth Development Program (YDP). The Visibility and Public Relations Director coordinates the Visibility and Public Relations Management Committee and any related ad-hoc committee(s).

Objectives

1. To build and lead a Visibility and Public Relations Management Committee that supports the program vision and plan.
2. To advocate on behalf of the county 4-H YDP.
3. To develop, coordinate and direct public relations activities to: a) increase awareness of 4-H in the community, b) to promote opportunities in 4-H, c) to encourage and increase member and adult volunteer participation and d) to recognize individual and group efforts.
4. To develop, coordinate and direct internal and external representation on behalf of the county 4-H YDP.
5. To stay informed of new developments from National 4-H Council, USDA/NIFA or the State 4-H Office related to visibility and public relations and utilize information to enhance county activities.

Specific Skills

1. Either an understanding of or a willingness to devote the time necessary to learn about the 4-H YDP.
2. Interest in administrative and management functions and tasks relating to visibility and public relations.
3. Strong leadership skills.
4. Demonstrated excellence in public speaking.
5. Ability to relate to and work with youth and adults from a wide range of socio-economic and ethnic backgrounds.
6. Enthusiasm, patience, understanding and the ability to motivate youth and adults.
7. Ability to resolve conflict in a timely manner.
8. Ability to communicate effectively.
9. Good organizational skills.
10. Either an understanding of or a willingness to devote the time necessary to learn about the 4-H Management Board, Program Development Board, Director and Key Leader concepts in the county and the ability to communicate it to others.
11. Willing to participate in the screening necessary to become a 4-H Adult Volunteer in order to serve as a Director

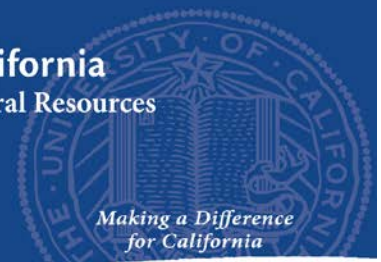




Specific Responsibilities

1. Follow and abide by the 4-H Management Board Visibility and Public Relations Director Job Description.
2. Provide leadership to and manage the visibility and public relations efforts of the county 4-H YDP.
3. Collect data and analyze existing visibility and public relations efforts for effectiveness and to ensure all segments of the population are targeted, particularly underserved youth, families and communities.
4. Develop and oversee the visibility and public relations budget subject to approval by the Management Board. Authority to re-budget between line items or change budget as needed given the budget remains within the amount allocated.
5. Coordinate a Visibility and Public Relations Management Committee.
6. Provide external communications with media (i.e., radio, newspapers, etc.).
7. Provide internal communications with members, participants, adult volunteers and staff.
8. Identify and provide external representation and support on behalf of the county 4-H YDP (e.g., fairs, events, school groups, community boards). Coordinate with the Fair Liaison.
9. Identify and provide internal representation and support on behalf of the county 4-H YDP (e.g., sectional committees, state 4-H committees).
10. Serve as an active member of the 4-H Management Board and attend regularly scheduled meetings (at least 4 per year).
 - a. Help to carry out the responsibilities of the board.
 - b. Serve as an important link between the 4-H Management Board and the Visibility and Public Relations Management Committee and any related ad-hoc committee(s). Keep the board informed by giving reports as to their plans, what they are doing and how they are functioning.
11. Serve as the chairperson of the Public Relations and Visibility Management Committee. As chairperson, be responsible for:
 - a. Operation of the committee, including setting meeting dates, reserving the meeting room, meeting agendas and other items needed for smooth committee operation.
 - b. Recruitment, selection and orientation of committee members.
 - c. Providing leadership for training and support of 4-H units/groups in the visibility and public relations area.
 - d. Ensuring that any fundraising activities to support public relations and visibility activities are coordinated with the Resource Development Director and within the confines of the overall fund development plan.
 - e. Special emphasis on Affirmative Action/Outreach.
12. Coordinate any related ad-hoc committee and work closely with the chairperson to ensure that members are recruited, timelines and policies are being followed and adhered to and the committee is functioning according to the instructions provided to them by the Management Board.
13. Work closely with the 4-H YDP and Office staff.
14. Attend scheduled orientation and training sessions for Directors.





Relationships

The Visibility and Public Relations Director is responsible to the 4-H Management Board and the 4-H YDP. The Director cooperates with the other Directors and Key Leaders in the county, as well as other adult volunteers, members and participants in the 4-H YDP. The Visibility 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 assure 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.

Term of Appointment

The 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 Visibility and Public Relations Director.

4-H Adult Volunteer

Date

4-H Youth Development Program Staff

Date

This document was developed by the State 4-H Office. It is based on materials originally developed by Richard P. Enfield, 4-H Youth Development Advisor and County Director in San Luis Obispo & Santa Barbara Counties and Richard L. Mahacek, 4-H Youth Development Advisor in Merced County.

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