



**Riverside County 4-H Youth Development Program
VISIBILITY & PUBLIC RELATIONS COMMITTEE CHAIR
JOB DESCRIPTION**

General Description

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

Objectives

1. To build and lead a Visibility & Public Relations 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 volunteer participation
 - 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, form national 4-H Council, USDA/NIFA or the State 4-H office related to visibility & 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 & 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 organization skills.
10. Either an understanding of or a willingness to devote the time necessary to learn about the 4-H Management Team, Program Development Team, Committee and Committee Chair 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 to serve as a Visibility & Public Relations Committee Chair.





Specific Responsibilities

1. Follow and abide by the Visibility & Public Relations Committee Chair Job Description.
2. Provide leadership to manage the visibility & 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 & Public Relations budget subject to approval by the Management Team. Authority to re-budget between line items or change the budget as needed given the budget remains within the amount allocated.
5. Coordinate a Visibility and Public Relations 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 DYP (e.g., sectional committees, state 4-H committees).
10. Serve as an active member of the 4-H Management Team and attend regularly scheduled meetings (at least 6 per year).
 - a. Help to carry out the responsibilities of the team.
 - b. Serve as an important link between the 4-H Management Team and the Visibility & Public Relations Committee and any related ad-hoc committee(s). Keep the team informed by giving reports as to their plans, what they are doing and how they are functioning.
11. Serve as the chairperson of the Visibility & Public Relations 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 the training and support of 4-H units/groups in the Visibility & Public Relations area.
 - d. Ensuring that any fundraising activities to support public relations and visibility activities are coordinated with the Resource Development Committee Chair 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 chairpersons 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 Team.
13. Work closely with the 4-H YDP and county office staff.
14. Attend scheduled orientation and training sessions for Committee Chairs.





Relationships

The Visibility & Public Relations Committee Chair is responsible to the 4-H Management Team and the 4-H YDP. The Committee Chair cooperates with the other Committee Chairs in the county, as well as other adult volunteers, members and participants in the 4-H YDP. The Visibility and Public Relations Committee Chair 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. Committee Chair 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 Committee Chair shall serve a one-year term, with eligibility for reappointment annually, following the program year calendar. Regardless of start date, the position expires on June 30th of each year and is eligible for reappointment on July 1st. A reappointment meeting with the CES* occurs in late spring of each year so that mutual agreements and expectations are understood by the volunteer and county personnel.

I have reviewed this job description, and I am willing to volunteer and to serve in the capacity of the Visibility & Public Relations Committee Chair.

4-H Adult Volunteer

Date

4-H Youth Development Program Staff

Date

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