



VENTURA COUNTY 4-H MANAGEMENT BOARD
COMMUNICATIONS & OUTREACH DIRECTOR
JOB DESCRIPTION

General Description

This role coordinates the outreach efforts for Ventura County 4-H in addition to handling record keeping and correspondence for the Management Board.

Objectives

1. To build and lead a Communications & Outreach Team that supports the program vision and plan.
2. To advocate on behalf of the county 4-H YDP (Youth Development Program).
3. To develop, coordinate and direct public relations activities to a) increase awareness of 4-H in the community, b) promote opportunities in 4-H, c) encourage and increase member and adult volunteer participation and d) 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.
6. To maintain the 4-H Management Board records.
7. To develop and disseminate correspondence and information on behalf of the 4-H Management Board, 4-H YDP staff and 4-H Office.
8. To help ensure effective communication with 4-H youth, families and adult volunteers.

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, record-keeping and communication.
3. Strong leadership skills.
4. Demonstrated excellence in public speaking.
5. Ability to use technology platforms and applications for record keeping, communication and outreach.
6. Ability to relate to and work with youth and adults from a wide range of socio-economic and ethnic backgrounds.
7. Enthusiasm, patience, understanding and the ability to motivate youth and adults.
8. Ability to resolve conflict in a timely manner.





9. Ability to communicate effectively.
10. Good organizational and record-keeping skills.
11. An understanding of the 4-H Management Board, Program Development Board, Director and Key Leader concepts in the county and the ability to communicate it to others.
12. Become a 4-H Adult Volunteer prior to serving as a Director.

Specific Responsibilities

1. Follow and abide by the 4-H Management Board Communication and Outreach Visibility Director Job Description.
2. Record the full and complete minutes of all meetings of the board. Motions made during the meeting and the result therefore should be accurately documented and recorded.
3. Provide a draft copy of the meeting minutes, including meeting attendees, to the Management Board and 4-H YDP staff the week following each board meeting.
4. Be the key liaison with the County 4-H Rep, providing content and updates for the county 4-H YDP website/newsletter and other communications.
5. Maintain and coordinate the county calendar of events, activities, meetings and trainings.
6. Provide leadership and manage the visibility and outreach efforts of the county 4-H YDP.
7. Collect data and analyze existing visibility and outreach efforts for effectiveness and to ensure all segments of the population are targeted, particularly underserved youth, families and communities.
8. Develop and oversee the communications and outreach 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.
9. Coordinate a Communications and Outreach Team.
10. Provide external communications with media (i.e., radio, newspapers, social media, etc.).
11. Provide internal communications with members, participants, adult volunteers and staff.
12. Serve as an active member of the 4-H Management Board and attend regularly scheduled meetings (at least 4 per year).
13. Work closely with the 4-H YDP and Office staff.
14. Attend scheduled orientation and training sessions for Directors.

Relationships

The Communications and Outreach 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 Outreach and Communications 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 10-12 hours per month throughout the year would be required to do this job well.

Reimbursement/Compensation

1. Postage reimbursement for mailings pertaining to Director work (up to the maximum set by the 4-H Management Board).
2. Participation in one professional/volunteer development opportunity pertaining to Director work will be paid (subject to funding and approval by the 4-H Management Board).

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 Communications and Outreach 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 Louis Obispo & Santa Barbara Counties and Richard L. Mahacek, 4-H Youth Development Advisor in Merced County.

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