



**Humboldt County 4-H Youth Development Program
4-H MANAGEMENT TEAM
VISIBILITY: OUTREACH & ADVERTISING DIRECTOR
POSITION DESCRIPTION**

General Description

The 4-H Management Team Visibility: Outreach & Advertising Director is a middle manager and provides leadership to and coordinates the Visibility activities for the Humboldt County 4-H Youth Development Program (YDP). The Visibility Director coordinates the Visibility Committee and any related ad-hoc committee(s).

Objectives

1. In collaboration with 4-H YDP Staff:
 - a. To build and lead a Visibility: Outreach & Advertising Director Committee that supports the program vision and plan related to visibility, outreach, and diversity.
 - b. To develop a Visibility plan and coordinate and direct visibility, public relations, and diversity activities consistent with the Visibility plan. Such activities include: a) increase awareness of 4-H in the community with emphasis in underrepresented and underserved communities, b) to promote opportunities in 4-H especially with underrepresented and underserved community members, c) to encourage and increase member and adult volunteer participation and d) to recognize individual and group efforts.
2. To advocate and diversify on behalf of the county 4-H YDP.
3. Lead the development, coordination and direction of internal and external representation on behalf of the Humboldt County 4-H YDP.
4. To stay informed of new developments from National 4-H Council, USDA/NIFA or the State 4-H Office related to Visibility 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, visibility, outreach, and diversity.
3. Strong leadership skills.
4. Comfortable networking with individual and organizations.
5. Demonstrated excellence in public speaking.
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 communicate effectively.
9. Good organizational skills.
10. An understanding of or the willingness to learn about the 4-H Management Team, Program Development Team, Director and Key Leader concepts in the county and the ability to communicate it to others.
11. Become a 4-H Adult Volunteer prior to serving as a Management Team Director.





Specific Responsibilities

1. Follow and abide by the 4-H Management Team Visibility: Outreach & Advertising Director Position Description.
2. Provide leadership to and manage the Visibility, visibility, outreach, and diversity efforts of the county 4-H YDP.
3. Collect data and analyze existing Visibility, visibility, outreach, and diversity efforts for effectiveness and to ensure all segments of the population are targeted, particularly underserved youth, families and communities.
4. In collaboration with the Visibility Committee:
 - a. Authority to re-budget between line items or change budget as needed given the budget remains within the amount allocated.
 - b. Develop and oversee the Visibility budget subject to approval by the Management Team.
 - c. Provide external communications with media (i.e., radio, newspapers, etc.).
 - d. Provide internal communications with members, participants, adult volunteers and staff.
 - e. Create a presentation for Directors, Key Leaders, and Club Leaders to deliver out in the community. The presentation and delivery will be consistent with the Visibility plan and intent of the Visibility: Outreach & Advertising Committee.
 - f. Providing leadership for training and support of 4-H units/groups in the Visibility, visibility, outreach, and diversity areas.
5. In collaboration with 4-H YDP Staff, recruit, select and orient the Visibility: Outreach & Advertising committee members.
6. Serve as an active member of the 4-H Management Team and attend regularly scheduled meetings (at least 4 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: Outreach & Advertising Committee and any related ad-hoc committee(s). Keep the Team informed by giving reports as to the committee's plans, what they are doing and how they are functioning.
7. Serve as the chairperson of the Visibility: Outreach & Advertising 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. Ensuring that any fundraising activities to support Visibility activities are coordinated with the Fundraising Director and within the confines of the overall fund development plan.
 - c. Special emphasis on Affirmative Action/Outreach.
8. Coordinate any related ad-hoc committee and works 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 Team.
9. Work closely with the 4-H YDP staff and 4-H Office.
10. Attend scheduled orientation and training sessions for Management Team Directors.

Relationships

The Visibility: Outreach & Advertising Director is responsible to the 4-H Management Team 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 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 position varies throughout the year. It is estimated that on average 12-16 hours per month throughout the year would be required to do this position well.

Reimbursement/Compensation

1. Telephone bill reimbursement for long distance calls pertaining to Director work (up to the maximum set by the 4-H Management Team).
2. Postage reimbursement for mailings pertaining to Director work (up to the maximum set by the 4-H Management Team).
3. Annual appointment calendar.
4. Aid with conference fees and travel expenses to leader forums at the rate of one conference per two-year term. Such conferences may include:
 - a. State 4-H Leaders' Forum
 - b. Western Regional 4-H Leaders' Forum

Type of Position

Volunteer

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 position description, and I am willing to volunteer and to serve in the capacity of the Visibility Director.

4-H Adult Volunteer (Print)

(Signature)

Date

4-H YDP Staff (Print)

(Signature)

Date

County Director, Humboldt (Print)

(Signature)

Date

This document was developed by the State 4-H Office and the Humboldt County 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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