


4-H CLUB PUBLIC RELATIONS COORDINATOR

VOLUNTEER POSITION DESCRIPTION

Kentucky 4-H Program
The University of Kentucky Cooperative Extension Service
The University of Kentucky

POSITION TITLE:

4-H Club Public Relations Coordinator

TIME REQUIRED:

Varies

LOCATION:

Local Cooperative Extension Service office

GENERAL PURPOSE:

- + To promote overall community-wide understanding of 4-H's potential impact in the county
- + Serve as a liaison between the county Extension office, local 4-H professional and 4-H members and their parents

SPECIFIC RESPONSIBILITIES:

- + Be committed to young people and their development in all areas
- + Serve as a primary communication link between the county Extension office, county 4-H professionals, and to local media outlets (radio, television, newspapers)
- + Recruit volunteers to serve on a public relations committee
- + Publicize and promote activities
- + Will appoint newsletter editor from PR committee
- + Ensure adequate coverage of publicity with local media outlets
- + Be aware of 4-H calendar of events for references and reporting purposes

QUALIFICATIONS:

- + Must complete the Volunteer Application process and be approved by the Youth Protection/Risk Management Committee
- + Ability to communicate both written and orally to committee members
- + Ability to motivate public relations committee members
- + A sincere interest in working with other volunteers and professional staff in an educational setting
- + Ability to use the computer and word processing programs

BENEFITS:

- + Educational opportunities will be provided to help the volunteer meet the needs of members, volunteers and parents
- + Computer and other equipment will be provided
- + Recognition and awards will be given to volunteers

SALARY:

Unsalariated; Volunteer.

MENTOR/SUPERVISING PROFESSIONAL

Local county 4-H Extension agent

NAME:

ADDRESS:

CITY, STATE, ZIP:

PHONE:

FAX:

E-MAIL: