

VOLUNTEER POSITION DESCRIPTION

Kentucky 4-H Youth Development Program
Kentucky Cooperative Extension Service
The University of Kentucky College of Agriculture

POSITION TITLE:

4-H Club Public Relations Coordinator

TIME REQUIRED:

Varies

LOCATION:

Cooperative Extension Service Office

GENERAL PURPOSE:

The 4-H Club Public Relations Coordinator serves as a liaison between the County Extension office, local 4-H professional and 4-H members, their parents and other volunteers regarding 4-H club programs. Volunteer leaders support 4-H professionals, volunteers and members in conducting meaningful educational experiences to help youth grow and reach their fullest potential. Volunteer leaders inform and encourage members, parents and other volunteers to actively participate in appropriate 4-H opportunities.

SPECIFIC RESPONSIBILITIES:

- Be committed to teaching and developing young people and their growth in all areas
- Be dedicated to young people and sensitive to their abilities and needs
- 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 for Public Relations Committee
- Advise 4-H members regarding their contributions to and participation in other 4-H activities
- Welcome parents' ideas, activity and project assistance, cooperation, support and attendance at 4-H activities.
- Follow all 4-H guidelines and policies of the University of Kentucky CES, the Kentucky 4-H program and the county 4-H program
- Will appoint newsletter editor from PR committee
- Ensure adequate coverage of publicity with local media outlets
- Read 4-H newsletters and literature from the county Extension office and keep members, parents and other volunteers informed
- Participate in one or more volunteer development opportunities each year
- Be aware of 4-H projects available, help members select projects and encourage parents to support their child's project work
- Teach or direct members and their parents to project resources

QUALIFICATIONS:

- Must complete the Kentucky 4-H Volunteer Application processes and be accepted as a volunteer by the Youth Protection/Risk Management Committee
- Provide own transportation to meetings and activities

- Self starter; be able to work with minimal supervision from professional staff
- Interpersonal communication skills
- A sincere interest in working with extension staff, volunteers, schools, parents and youth
- Organizational skills; ability to organize information and materials in a timely manner
- Ability to organize events, information and delegate responsibility
- Ability to work effectively with people
- Ability to identify, target, recruit, orient, motivate and educate volunteers

BENEFITS:

- The opportunity to work with youth and provide positive support and growth experiences
- To develop lifelong friendships with youth, parents and other volunteers
- To develop communication and leadership skills
- To learn organizational and time management skills
- Skills gained to expand career growth and potential
- Provide educational training opportunities that will help the volunteer meet the needs of members, advisors and parents; scholarship to state leadership forum
- Provide appropriate manuals, pamphlets, audio-visual aids, newsletters and other resource materials
- Have professionals available to consult with leaders on a one to one basis
- Provide appropriate recognition and awards to leaders

SALARY:

Unsalaries; volunteer. This position does not imply employment with the University of Kentucky

MENTOR/SUPERVISING PROFESSIONAL:

Name of mentor/supervisor
 Address
 City, State and Zip
 Phone, Fax
 Email

“I have read, understand and agree to fulfill the purpose and responsibilities of this volunteer position and further agree to accept guidance and direction from the supervisor. I am committing to involve individuals regardless of race, color, age, sex, religion, disability or national origin in educational experiences in cooperation with other Extension volunteers and Extension personnel. I also understand that failure to fulfill the purpose and responsibilities of the volunteer position and to accept guidance and direction from the supervisor could result in suspension of my position. I also understand that this volunteer position is renewable annually; I will notify the supervising professional if I am no longer interested in serving.”

Signature of Volunteer

Date

Signature of Extension Professional

Date

