



Santa Barbara County 4-H Youth Development Program 4-H MANAGEMENT BOARD OUTREACH AND VISIBILITY DIRECTOR JOB DESCRIPTION

General Description

The 4-H Management Board Outreach and Visibility Director is a middle manager and provides leadership to and coordinates the visibility and public relations activities for the Santa Barbara County 4-H Youth Development Program (YDP). The Outreach and Visibility Director coordinates the Outreach and Visibility Management Committee and any related ad-hoc committee(s).

Objectives

1. To ensure effective management and operation of the county 4-H programming.
2. To build and lead an Outreach and Visibility Management Committee that supports the program vision and plan.
3. To oversee the work of any individual that the Management Board may appoint as an assistant to the Outreach and Visibility Director for a definite or indefinite period of time.
4. To advocate on behalf of the county 4-H YDP.
5. To develop, coordinate and direct public relations activities to: a) increase awareness of 4-H in the county; b) to promote opportunities through out the country in 4-H; c) to encourage and increase member and adult volunteer participation and d) to recognize to the public individual and group efforts.
6. To develop, coordinate and direct internal and external representation on behalf of the county 4-H YDP.
7. To stay informed of new developments from National 4-H Council, USDA/NIFA or the State 4-H Office related to Outreach and 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-HYDP.
2. Interest in administrative and management functions and tasks relating to Outreach and Visibility.
3. Strong leadership skills.
4. Demonstrated excellence in public speaking.
5. Ability and enthusiasm to 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 organizational skills.

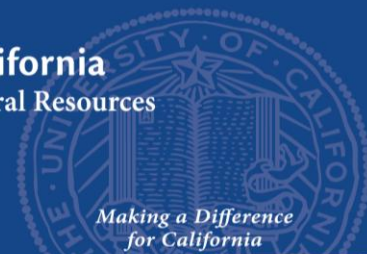


4-H Management Board Outreach and Visibility Director

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10. 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.
11. Become a 4-H Adult Volunteer prior to serving as a Director.

Specific Responsibilities

1. Follow and abide by the 4-H Management Board Outreach and Visibility Director Job Description.
2. Provide leadership to and manage the Outreach and Visibility efforts of the county 4-H YDP.
3. Collect data and analyze existing Outreach and Visibility efforts for effectiveness and to ensure all segments of the population are targeted, particularly underserved youth, families and communities.
4. Develop and oversee the Outreach and Visibility budget subject to approval by the Management Board.
5. Maintain authority to re-budget between line items or change the budget, up to an accumulative \$2,000.00, as needed, given the budget remains within the approved budget.
6. Coordinate an Outreach and Visibility Management Committee.
7. Provide and coordinate external communications with media (i.e., radio, newspapers, etc.).
8. Provide and coordinate internal communications with members, participants, adult volunteers and staff.
9. Identify and provide external representation and support on behalf of the county 4-H YDP (e.g., fairs, events, school groups, community boards).
10. Identify and provide internal representation and support on behalf of the county 4-H YDP (e.g., sectional committees, state 4-H committees).
11. Serve as an active member of the 4-H Management Board and attend regularly scheduled meetings (at least 4 per year).
12. Serve as an important link between the 4-H Management Board and the Outreach and Visibility Management Committee, any related ad-hoc committee(s), and any Assistant Outreach and Visibility Director(s). Keep the board informed by giving reports as to their plans, what they are doing and how they are functioning.
13. Serve as the chairperson of the Outreach and Visibility Management 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 training and support of 4-H units/groups in the Outreach and Visibility area.
 - d. Ensuring that any fundraising activities to support public relations and visibility activities are coordinated with the Fundraising/Gift Giving Director and within the confines of the overall fund development plan.
 - e. Special emphasis on Affirmative Action/Outreach.
14. Work closely with the Director to coordinate ad-hoc committees to ensure that members are recruited, timelines and policies are followed, and that the committee is functioning according to the instructions provided to them by the 4-H Management Board.
15. In coordination with the California 4-H Foundation, 4-H YDP staff, the Fundraising Director, and Management Board, support fundraising efforts for the entire 4-H Youth Development

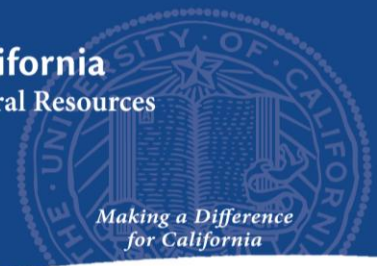


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Program, including raising funds for operational, administrative, and programming expenses.

16. Work closely with the 4-H YDP staff.

17. Attend scheduled orientation and training sessions for Directors.

Relationships

The Outreach and Visibility Director is responsible to the 4-H Management Board Director and the 4-H YDP staff. The Outreach and Visibility Director cooperates with the other Management Board Directors and Key Leaders in the county, as well as other adult volunteers, members and participants in the 4-H YDP. The Outreach and 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. The Outreach and Visibility Director will work cooperatively with the California 4-H Foundation. 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 12-16 hours per month throughout the year would be required to do this job 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 Board).
2. Postage reimbursement for mailings pertaining to Director work (up to the maximum set by the 4-H Management Board).
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. Expenses for the various conferences will be reimbursed as follows:
 - a. State 4-H Leaders' Forum
Full conference fee and gasoline expenses will be paid.
 - b. Western Regional 4-H Leaders' Forum
Full conference fee and one half of the travel expenses (based on economy coach fare) will be paid.

Note: Reimbursement/Compensation for the expenses listed above and any expenses not listed are to be approved by the 4-H Management Board prior to expense.

Term of Appointment

The Outreach and Visibility 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 Management Board. Applicants will go through an application and selection process.



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I have reviewed this job description, and I am willing to volunteer and to serve in the capacity of the Outreach and Visibility 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 Luis Obispo & Santa Barbara Counties and Richard L. Mahacek, 4-H Youth Development Advisor in Merced County.

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