



Duties of the Volunteer Program Public Relations Liaison

The 4-H offices are seeking adult volunteer(s) who have an interest in providing a county-wide newsletter for the members of the local 4-H program. This is a 2-year term. The candidate would be working directly with the 4-H office staff along with the local clubs to gather and disseminate local, state and national 4-H information that supports the membership. In addition, enhancing the visibility of the program on social media is desired. Possible access to an office computer, printer, copier and or digital storage could be granted.

Duties include:

1. Develop a template for a county-wide newsletter that can be printed and or sent electronically. Will use the 4-H & UC branding materials correctly.
2. Assemble information from clubs, county council, county program and the state offices into a 4-H newsletter format quarterly or monthly.
3. Meet the agreed upon deadline to post or email information.
4. Attend county council meetings to capture interesting upcoming activities, club work and or events for use in publicizing.
5. Invite youth from clubs to participate in the process of publicity. Such as club reporters or communication officers.
6. Work with club reporters on the club's activities and events and the accomplishments of club members and leaders and forward to appropriate news sources. These include; include local radio stations, daily and weekly newspapers, television stations, and local and regional social media sites.
7. Take pictures, if possible, of a club's activities and events. Include club members and leaders in the pictures for future use.
8. Take role in the use of social media for the county program.
9. Look for local news opportunities for members in local media including: radio, newspapers, television, or other agency newsletters.
10. Able to write interesting news stories explaining: Who, What, When, Where, How, and Why that would be used in the newsletter. May be asked to formulate or collaborate on 4-H office press releases.
11. Able to use good written skills; spelling, grammar, and composition.

12. Able to upload and store digital photographs from club and county events for media use. May use personal email or establish a special email for county newsletter communication.
13. Able to store all information in “cloud” type storage that is accessible by Program staff.
14. Willing to review and use the Branding Toolkit found on the California 4-H website. http://4h.ucanr.edu/Resources/Branding_Toolkit/
15. Look for opportunities with statewide 4-H program marketing campaigns to replicate locally.
16. Will abide by social media policy set by the California 4-H offices.

Volunteer Commitment:

10 to 20 hours per month.

This volunteer position may be shared with another adult.

Can attend events after hours and on weekends.

Skills needed:

Interested in meeting 4-H adult volunteers and members

Willing to reach out for more information on a variety of topics

Able to follow through with limited supervision

Knowledge of computers and software

Timeliness

Able to take photographs or, work with someone who can

For information about this volunteer position, contact the Monterey County 4-H program offices 831-759-7386.

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Inquiries regarding ANR's nondiscrimination policies may be directed to John I. Sims, Affirmative Action Compliance Officer/Title IX Officer, University of California, Agriculture and Natural Resources, 2801 Second Street, Davis, CA 95618, (530) 750-1397.