



## 4-H Marketing Service Description

### Purpose

To promote and represent 4-H resulting in increased visibility and enhanced image of the 4-H program, involvement of additional members and volunteers, and/or increased financial support.

**Term of Appointment:** One year term from August through July, renewable upon agreement of volunteer and Extension staff. This agreement may be terminated at any time by either party, regardless of reason. Such termination shall be by written notice to the other party and, unless otherwise specified in the notice, shall be effective immediately upon receipt.

**Time Required:** Approximately 10 hours per month with more during National 4-H Week, the fair, and other special events.

**Accountability:** To work with supervision and direction from county Extension staff to plan and carry out marketing activities. Responsibilities are limited to the scope of the duties defined in this service description. Accountable to Extension staff.

### Responsibilities

- Follow all guidelines and policies of University of New Hampshire Cooperative Extension, 4-H (UNHCE, 4-H) and the county program and conduct activities in a safe and healthy manner.
- Maintain the standards of the 4-H Youth Development program by conducting oneself in a responsible manner and honor confidentiality.
- Maintain close contact with Extension staff, County Office and supervisor.
- Serve as a positive role model, willingly share knowledge and involve youth and adults in the program.
- Participate in appropriate training in order to keep aware of trends in the 4-H program.
- Be familiar with policies and adhere to proper use of the 4-H emblem.
- Welcome all youth, their families and other volunteers to participate in the program, regardless of race, color, religion, sex, national origin, age, veteran's status, gender identity or expression, sexual orientation, marital status, or disability and never discriminate on the basis of any of those attributes.

### Specific Tasks

- Collaborate with 4-H educator and volunteers and serve as team member of the County 4-H Marketing Team.
- Assist 4-H educator and volunteers with marketing and media, developing activities to enhance the image of 4-H.
- Complete at least one activity per month to promote the 4-H program.
- Search for existing materials and work with the 4-H editor for permission to use or adapt any copyrighted materials.

- Promote 4-H to all audiences - Tell the 4-H Story through media and personal appearances
- Organize 4-H Promotional Events and Activities and promote existing county 4-H events.
- Establish and maintain media relationships by writing and submitting newspaper articles, radio public service announcements, making TV appearances, or creating brochures.

#### **May also**

- Create project budget.
- Work with graphic designer to develop prototype samples of various components for use with piloting.
- Design piloting process (including the development of any forms needed), and identify appropriate pilot sites.
- Distribute materials for piloting.
- Identify ways in which materials developed will be connected to the 4-H Web site.
- Network with non-4-H Groups.
- Develop and strengthen partnerships with county, district and state staff, government officials, donors, parents, volunteers, and other organizations.
- Establish personal contacts within the political system (state legislators, county commissioners, city officials, etc.) and keep them up to date with what 4-H is doing.

#### **Qualifications**

- A sincere interest in working with other volunteers and professional staff in an educational setting and a willingness to become familiar with and work within the philosophy and guidelines of the University of NH Cooperative Extension and the NH and county 4-H program
- Able to work with minimal supervision but openly communicate with professional staff
- The ability to motivate youth and adults to assume leadership positions
- The ability to work tactfully and communicate effectively in verbal and written forms
- The ability to organize information and materials and delegate responsibility
- The ability to accept and follow through with responsibilities
- Enthusiasm for 4-H and an interest in promoting the 4-H program
- Must have successfully completed the 4-H enrollment process
- Belief in the importance of youth development and the need to provide young people with out of school learning opportunities and with quality and caring leaders
- Knowledge of, or willingness to learn about, UNH Cooperative Extension and the 4-H program, and volunteer opportunities.

#### **Resources available**

- Orientation, training and support from county UNHCE office and other volunteers
- Local marketing and media professionals.
- 4-H program and promotional literature including the National 4-H week promo kit, and audiovisual media.

**Benefits**

- Opportunity to learn, practice and improve personal skills
- Personal satisfaction of providing an important service to the program and recognition from the community
- Affiliation with UNH and interaction with professionals in the field
- Expenses incurred and miles driven are tax deductible for volunteer services to Extension
- Liability protection for volunteer service to Extension under RSA 508:17 (see below).

**Evaluation**

- Update and review with county 4-H Educator within 3 months of end of project
- Maintain and submit necessary reports in a timely manner including record of volunteer hours and duties performed.

**Success Criteria**

The goals as agreed upon are met as shown by:

- Presentations given and media contacts made.
- Promotional materials developed and distributed.
- Targeted audiences covered.

**UNH Cooperative Extension agrees to:**

- Provide appropriate training opportunities
- Provide appropriate access to Extension property and resource materials
- Have professional staff available for consulting with on a one to one basis
- Provide opportunities for Extension Staff to listen to middle manager's ideas
- Provide appropriate supervision, evaluation, and recognition.

[NOTE: Attach this service description to the signed 4-H Volunteer Agreement Form.]