

## Provincial 4-H Summer Communications and Marketing Assistant Job Description

*Reporting to the 4-H Specialist – Resource Development and Communications*

- ◆ Work with various 4-H specialists and staff to publicize provincial and regional 4-H summer programs with minimal supervision from the *Resource Development and Communications* and *Communication and Marketing* Specialists.
- ◆ Will work an average of 36.25 hours per week; some evenings and weekends required.
- ◆ This position is geared towards someone interested in the print media field. Excellent writing skills are essential, and candidates with photography experience are preferred

<b>Task Description</b>	<b>Requirements</b>
<p><b>Press Releases</b></p> <ul style="list-style-type: none"> <li>• prepare pre-event and post-event releases for summer programs</li> <li>• prepare post program summaries for distribution to sponsors and hosts</li> <li>• prepare other written materials as required</li> <li>• update Alberta newspaper databases</li> <li>• compose and distribute localized press releases through various media channels and publications</li> <li>• potential guest editor position of the fall issue of the <i>Alberta 4-H Magazine</i></li> <li>• initiate own projects/tasks as time allows</li> </ul>	<ul style="list-style-type: none"> <li>✓ excellent writing and proofreading skills</li> <li>✓ ability to use plain language</li> <li>✓ ability to write creatively</li> <li>✓ effective research skills</li> <li>✓ sound understanding of Microsoft Word, Excel and PowerPoint</li> <li>✓ creativity and innovation</li> <li>✓ time management</li> <li>✓ ability to represent self and organization in a professional manner</li> </ul>
<p><b>Photography</b></p> <ul style="list-style-type: none"> <li>• travel to summer programs to take professional photos for publicity use</li> <li>• process images to a finished product for various mediums</li> </ul>	<ul style="list-style-type: none"> <li>✓ effective photography skills</li> <li>✓ photo manipulation abilities for software such as PhotoShop</li> </ul>
<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• create a detailed work plan to successfully promote summer events</li> <li>• respond to client and media inquiries</li> <li>• follow and promote the 4-H Branch Business Plan and Mission Statement</li> <li>• other duties as required</li> </ul>	<ul style="list-style-type: none"> <li>✓ effective task planning</li> <li>✓ ability to set priorities and efficiently work to meet deadlines (organizational and time management skills)</li> <li>✓ ability to provide attention to detail</li> <li>✓ ability to evaluate outcomes and make changes as necessary to successfully complete projects</li> <li>✓ ability to communicate effectively with clients and sponsors</li> </ul>