




KENTUCKY 4-H FOUNDATION

FUNDING OPPORTUNITIES FOR KENTUCKY'S YOUTH

 : (859) 257-7178

 : www.ky4hfoundation.org

 : 212 Scovell Hall Lexington, KY 40546

Kentucky 4-H Foundation Communications Director

Position Summary:

The Communications Director (CD) will lead branding and strategic communications for the Foundation including, but not limited to, messaging, narratives, create public-facing content, manage social media and media relations, collect community stories, and manage graphic design. The CD will collaborate with the Executive Director (ED) and Development Director (DD) to implement strategies to meet the Foundation's objectives. The CD position reports to the ED of the Kentucky 4-H Foundation.

Expectation of all Kentucky 4-H Foundation Employees:

Kentucky 4-H Foundation exists to advance today's Kentucky 4-H Youth Development Program. Therefore, employees are to support the Foundation's mission in leading fund development for the Kentucky 4-H Youth Development Program and advancing support by alumni and other stakeholders to ensure 4-H remains a vital center of excellence in the Commonwealth.

Educational Requirements:

Bachelor's degree

Salary Range:

A salary is commensurate with experience and benefits, plus possible incentive program, as approved by the Board of Directors. Some weekend and night travel is required. Travel throughout the state with periodic visits to and meetings at the Foundation home office in Lexington will be required.

The first 90 days will require three days a week in the home office in Lexington and then flexible thereafter.

Duties and Responsibilities:

- Develop, implement, and manage a comprehensive marketing and communications plan to include print, video, website and social media.
 - Website design i.e. management of content, design, upkeep
 - Social media development i.e. management of content, design and daily upkeep
 - Design and writing content for newsletter and annual report publications
- Design and develop, in coordination with the ED and DD, campaigns for donor giving.
 - i.e. Spring Campaign and Year End Campaign
- Assist in planning and carrying out fundraising events approved by the Kentucky 4-H Foundation.
- Utilize volunteers and intern(s) to fulfill communication and donor stewardship needs.
- Work in cooperation and collaboration with the College of Agriculture Office of Advancement.
- Work in cooperation with UK College of Agriculture, Food and Environment 4-H Youth Development Department and the Assistant Director for 4-H Youth Development.
- Work in coordination with and report to the Executive Director of the Kentucky 4-H Foundation.
- Perform other responsibilities as assigned by the Executive Director and/or the Kentucky 4-H Foundation Board of Directors.