

County Extension Council and Marketing Coordinator

Marketing

1. Maintain a working knowledge of college marketing standards, with guidance from the Extension Marketing Manager.
2. Work collaboratively with the CEC and agents for any special programs to promote the Extension office (i.e. displays, events, etc.)

County and State Extension Councils

1. Maintain a working knowledge of the Kentucky statutes and CES expectations for County Extension Councils.
2. Work with Council officers on agenda and notification of members, with input from agents.
3. Contact County Representatives to State Councils (if applicable) and facilitate representatives' attendance at State and/or Regional meetings serving as an advisor and providing support as needed.
4. Recruit members to County Extension Council, ensuring membership is inclusive, equitable and reflects the diversity of the county.

Program Development & Reporting

1. Lead the development and timely submission of the Annual Report to the People, with all agents contributing and with guidance from Program and Staff Development and the Extension Marketing Manager.
2. Lead the development and timely submission of the County Plan of Work, with all agents contributing.

Mass Media/Social Media

1. Maintain positive working relationship with local media, like newspaper, radio and TV stations and work with Ag Communications news contact to develop press releases when appropriate.
2. Ensure that social media accounts are active and follow the social media guidelines outlined by the university.
3. Work with media on special features and publications which involve the entire office.

Legislative

1. Contacts leaders to work with legislators when called upon.
2. Work collaboratively for recognition and attendance of local officials at functions to inform and/or recognize them.

Student Recruitment

1. Serve as County Contact between the UK College of Agriculture, Food and Environment (CAFE) and local youth in providing information to local youth as potential students of the CAFE, U.K. or as college bound.
2. Makes arrangements for County youth to be involved in tours of U.K. and other recruitment programs (college career days, etc.).

By initialing this page, I verify that I have reviewed the responsibilities and understand my assignments as noted on the signed county coordinator list.

Agent initials: _____ Date: _____
Agent initials: _____ Date: _____ (if applicable)