

**Extension - Rutherford County**  
315 John R. Rice Boulevard, Suite 101  
Murfreesboro, TN 37129  
phone: 615-898-7710  
fax: 615-898-7999

## POSITION VACANCY ANNOUNCEMENT

**Position Title:** June Dairy Month Chairman  
**Division/Office/Unit:** Rutherford County 4-H  
**Type of Position:** Volunteer Teen Leader  
**Salary Offer Range:** Satisfaction of a job well-done (looks good in your portfolio)  
**Closing Date:** April 14. Notification: no later than April 17, 2009.  
**Starting Date:** April 27

**Job Summary:** Serve as leader of a 4-H-member committee, working closely with the Rutherford County Extension Staff to implement county dairy promotion. Be part of a fast-paced environment where you will have a chance to participate in a wide variety of marketing and communications projects, including:

- identify contacts at the local and regional level to aid in creating and conducting a promotion
- construct an action plan for the June Dairy Day Celebration, June 24, 2009
- identify ways to implement a dairy promotion program
- gain familiarity with current dairy industry resources
- interviewing, editing, and writing stories for local online and print newsletters;
- enhancing content for local Extension Web sites; <http://rutherford.tennessee.edu> and [www.rc4-h.blogspot.com](http://www.rc4-h.blogspot.com)
- writing and disseminating news releases;
- development of Public Service Advertising and measurement of coverage;
- coordination of special events, and presentations;
- communicate the importance of including adequate dairy products in the diet
- build partnerships with community businesses for expanding promotion activities

**Qualification:** Position open to Rutherford County youth in grades 9-12. Enthusiasm and attention to detail and accuracy a must.

**Send or fax cover letter and resume:**

Rutherford County 4-H  
Attn: Michael Shirley  
315 John R Rice Blvd.  
Suite 101  
Murfreesboro, TN 37129  
Fax: (615)898-7999  
[mashirley@mail.ag.utk.edu](mailto:mashirley@mail.ag.utk.edu)