



## Washington County Master Gardener™ Association

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### Director #3/Publicity - Washington County Master Gardeners™

**Directly Responsible To:** Chapter President and Executive Board

**Purpose:** To inform local media and gardening organizations about Washington County Master Gardener hot line hours, clinics and other public MG events; to promote Master Gardener programs to the community. Coordinate a Chapter Publicity Committee as needed;

**Benefits of the Position:**

- Get to know and work with many Master Gardeners
- Know current affairs in the county chapter, the tri-county MG Program and the state level
- Help shape strategy and policy for the chapter
- Work directly with the media and any partnering organizations to write press releases

**Major Duties:**

- Participate in monthly Board, Chapter, and Communications Team meetings
- Participate as a voting member of the Executive Board
- Provide information to the media regarding WCMGA programs and events and serve as media point of contact
- Coordinate with editor of "Chapter Chat," WCMGA website webmaster, Facebook administrator, and Program staff
- Provide access to OSU required logos for use on external correspondence and coordinate Program staff approval of Chapter publicity materials (this does not include program/event content materials)
- Assist the Board and Project/Committee Chairs, in determining publicity needs.
- Work with the Communications Team to further the outreach of the chapter.
- Work with designated publicity contacts in other WCMG committees (Key people are special event/project leads, Gardenfest committee, the chapter meeting -program coordinator, leads for In the Garden series)
- Design and distribute forms/signs/posters/flyers as appropriate for chapter public events
- Maintain inventory and appropriate signage and holders/A-frames, etc, to adequately display publicity materials at MG events and offer/bring signage as needed.
- Maintain and distribute WCMGA business cards to members and project leads for use with the public. Maintain and provide stationery for Chapter business.
- Keep accurate, up-to-date lists of local media contacts and garden clubs • Monitor the media for WCMGA announcements

**Skills Needed:** Organization skills, delegation and enthusiasm, good writing skills and computer skills

**Term:** 2 years

**Time Involved:** Board, Chapter, and Communications Team Meetings approximately 2 hours each. Other committees as needed.

Composing press releases approximately 4 hours a month.

Distributing press releases approximately 4 hours a month.

**Training:** Completion of Oregon MG training. Orientation by the previous Publicity Director.

**Budget:** To be prepared during the regular budget preparation cycle. The budget covers publicity signage, copies, chapter business cards and other publicity supplies for public events.

**Support (Chapter support and or Extension Office privileges):**

- Washington County Extension Office Staff
- The Chapter Chat Editor, Facebook administrators, Website administrator and Email/Chapter Directory Coordinator
- The Chapter, Extension, and Metro Program website and social media support staff.
- The Education and Learning Gardens support teams.  
Speakers Bureau Chair. Gardenfest marketing chair. Program Director  
Chapter Relations Chair, OMGA Representative
- Printing services through the OSU Extension Service Office

**Expectations:** Expand name recognition for the MG program. Promote understanding in the community about what MGs do. Good attendance at MG sponsored public events.

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