



# THERE'S A NEW STATE AND DISTRICT OFFICER POSITION!

## NEW: MEMBER ENGAGEMENT OFFICER



**Position Role Description:** The Member Engagement officer will have both an inward and outward-facing position. Responsibilities include:

- Cultivate current member experience and engagement (i.e. Designing fun member engagement experiences and creative ways to recruit and retain members).
- Work to understand member needs, through direct interaction via F2F and virtual programs, email, and social media.
- Develop and coordinate service projects and other outreach efforts that are open to both members and non-members.
- Promote recruitment and retention campaigns, as well as target audiences, to assist marketing efforts.
- Celebrate member successes, big and small. Motivate and encourage members to reach their goals.
- Support collaborations and develop partnerships with other organizations to develop experiences and programs that reach new audiences and /or provide members new opportunities.
- *Questions: Please direct questions to Dr. Mitzi Downing, Assistant State 4-H Leader & State Council Coordinator ([mitzi\\_downing@ncsu.edu](mailto:mitzi_downing@ncsu.edu)).*



## ANNOUNCEMENT: Starting in 2022, the State 4-H Council Officer positions have changed!

*The State 4-H Council has added one (1) new additional officer position - Member Engagement. This position was added to both the District and State Officer slate starting this year.*

### Current



**PRESIDENT**



**VICE PRESIDENT**



**SECRETARY - TREASURER**



**REPORTER**

### New for 2022



**New!**

**MEMBER ENGAGEMENT**

**ENGAGEMENT**

☒ IMMERSE

☒ INVOLVE

☒ INTERACT