



## LONGHORN RUN COMMITTEE POSITION DESCRIPTIONS

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### Application Process

- Longhorn Run will accept committee applications on HornsLink beginning on Monday, August 15, 2016.
- All applications must be submitted through HornsLink and are due on **Friday, September 2, 2016 at 5:00PM**. Late applications will not be accepted.
- Questions about the application process should be directed to Longhorn Run 2017 Director Bridget McLaughlin at [bmclaughlin5@utexas.edu](mailto:bmclaughlin5@utexas.edu).
- Applicants selected for an interview will be notified via email by Friday, September 9, 2016.

### Responsibilities and expectations of all Longhorn Run committee members.

Being a Longhorn Run committee member requires a significant time contribution and commitment year-round including:

- Attending all-committee meetings to be held bi-weekly during the Fall semester and weekly during the Spring semester.
- Attending team meetings to be held bi-weekly during the Fall semester and weekly during the Spring semester.
- Attending two committee retreats to take place in September, 2016 and January, 2017.
- Participating in Longhorn Run Committee service events.
- Actively promoting Longhorn Run on personal social media channels by following all Longhorn Run social media accounts sharing content year-round.
- Taking a great deal of initiative both within the responsibilities of their position and in contributing to the overall success of the committee.
- Contributing time to events that promote the race including but not limited to tabling on a regular basis, speaker circuiting, and other outreach opportunities.
- Contributing to pre-race events including working training events February-April, 2017, working Packet Pick Up set to take place April 3-7, 2017, and race day set up on April 7, 2017.
- All applicants must be available on race day, Saturday, April 8, 2017. Committee members are required to work the event from set up to tear down.



## LONGHORN RUN COMMITTEE POSITION DESCRIPTIONS: PUBLIC RELATIONS TEAM

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**Team overview:** The Public Relations Team will work closely together to strategically promote Longhorn Run through a variety of methods including but not limited to on-campus outreach, digital media, social media outreach, and media outlets.

### Public Relations Chair

#### **Responsibilities**

- Provide leadership for the Public Relations Team, directing and assisting team members with responsibilities
- Coordinate bi-weekly team meetings in the Fall semester and weekly team meetings during the Spring semester
- Develop a comprehensive communication plan inclusive of but not limited to: digital strategy, media outreach, traditional marketing, on-campus promotion, outreach to local running community, and social media
- Work with team members to execute communication plan, manage projects, delegate, and manage workflow
- Serve as the lead contact for media outlets and as such coordinates media kits, writes press releases, and leads communication with media including but not limited to on-campus channels, student media, and local media
- Provides creative direction for digital content and works back with team members to coordinate creative needs

#### **Requirements**

- We are looking for a Public Relations Chair who will be confident and comfortable leading their peers and ensuring the team is working efficiently and effectively together. To be successful in this role, you'll need to have excellent writing and communication skills, have past experience with student organizations and/or promoting events. You'll also need to be able to think strategically and creatively. As the leader of the Public Relations team, we welcome your attention to detail, organizational skills, and ability to delegate and motivate others. Have excellent problem solving skills, individual initiative, and ability to organize and priority duties. Having past experience working with teams and coordinating projects or events will be helpful coming into this role.
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### Social Media Coordinator

#### **Responsibilities**

- Develop and execute a social media strategy that's inclusive of Twitter, Facebook, Instagram, and Snapchat
- Create a social media calendar and digital kit for committee members to actively promote content on their accounts
- Serve as the content manager for all Longhorn Run social media accounts and the primary person to engage with participants and answer inquiries on social
- Work collaboratively with photographers to arrange photo shoots and other creative needs for social media.
- Regularly report on insights gained from social media monitoring

#### **Requirements**

- Being the Social Media Coordinator means you'll need to be highly proficient in all social media outlets as a user, have the ability to post content from a mobile device (even better if you're awesome at taking high quality photos with your phone), and remain engaged with participants on social responding to inquiries in a timely manner. Having strong creative writing skills is going to set you up for success and an eye for creativity will make this work even more fun for you, and our followers. We want our channels to have fresh content and stay current, so you'll need to be able to keep up with social trends to keep engagement high.
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## Digital Media Coordinator

### **Responsibilities**

- **Web:** Oversee and update the Longhorn Run website which currently runs on a Weebly template. Troubleshoot and overcome any technical challenges that may arise while maintaining the website. Spearhead creation of new website content to best inform our participants. Track, analyze and report on website traffic. Work with other teams within the committee to gather content and make website updates accordingly.
- **Video:** Serve as the project lead for all video content including but not limited to a race promotional video and event wrap up video. This includes securing a student videographer and managing the project from beginning to end.
- **Newsletter and Blogs:** Develop an editorial calendar, generate content, write copy and upload to appropriate channels. Work with fellow committee members to generate topic ideas and identify expert knowledge on campus to write on blog topics relevant to Longhorn Run's mission.

### **Requirements**

- The Digital Media Coordinator leads various aspects of Longhorn Run's digital presence to inform, recruit, and motivate participants. As such, impeccable creative writing skills and an eye for creative content are necessary for this role. This position will also work with teams on committee to accomplish various projects, an ability to collaborate and manage various aspects of a project will set you up for success. While video production experience is not a requirement, you'll need an eye for creativity and story telling, and ability to provide direction to the selected video producer. Experience updating website content is preferred.
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## Campus Outreach Coordinator

### **Responsibilities**

- Develop a campus outreach plan to promote Longhorn Run to include but not limited to tabling, speaker circuiting, student organization outreach, campus publicity, and faculty outreach
- Develop relationships with student leaders to identify collaboration opportunities throughout the year
- Coordinate all logistics pertaining to on-campus publicity, including communication with student organization leaders and scheduling committee members to assist, ensuring committee-wide follow through and accountability in efforts

### **Requirements**

- Your role is to make sure no Longhorn is left unaware of what Longhorn Run is all about. To do that, we'd love for you to come in with knowledge of student organizations, campus publicity methods, and have some level of prior experience doing campus outreach. Attention to detail and ability to communicate with others strategically and effectively will be key to your success. We are also looking for someone who will be organized and will maintain high level energy to keep everyone excited about the Longhorn Run.
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## LONGHORN RUN COMMITTEE POSITION DESCRIPTIONS: LOGISTICS TEAM

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**Team overview:** The Logistics Team will work together throughout the year to plan and execute the five-day long Packet Pick Up event, all volunteer logistics, the on-course experience, awards ceremony, and start line logistics.

### Logistics Team Chair

#### **Responsibilities**

- Provide leadership for the Logistics Team, directing and assisting team members with responsibilities
- Coordinate bi-weekly team meetings in the Fall semester and weekly team meetings during the Spring semester
- Facilitate team updates to committee leadership
- Work with team members to execute plan and project manage, delegate, and manage workflow
- Serve as the committee lead for planning Packet Pick up logistics, including volunteer recruitment and scheduling for this five-day event where participants will pick up their race packets
- Assist with volunteer program development

#### **Requirements**

- We are looking for a Logistics Chair who will be confident and comfortable leading their peers and ensuring the team is working efficiently and effectively together. You'll also need to be able to think strategically and creatively. As the leader of the Logistics Team, we welcome your attention to detail, organizational skills, and ability to delegate and motivate others. Have excellent problem solving skills, individual initiative, and ability to organize and priority duties. Having past experience working with teams and coordinating projects or events will be helpful coming into this role.
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### Volunteer Coordinator

#### **Responsibilities**

- Develop a volunteer program that prioritizes leadership opportunities for volunteers, volunteer training, and recognition
- Develop a volunteer recruitment plan, lead communication with student volunteers and coordinate volunteer assignments
- Serve as the main point of contact for all volunteers

#### **Requirements**

- Volunteers are at the heart of Longhorn Run's success. With over 300 volunteers, this role requires strong scheduling abilities, stellar organizational skills and timely and effective communication skills. Further, we are looking for someone that can motivate others, delegate roles, and assist with developing a strong program that recruits, trains, and recognizes our volunteers. Past experience as a volunteer in Longhorn Run or other community events will be a helpful to have a good understanding of the role volunteers play in the success of an event.
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## On-Course Coordinator

### **Responsibilities**

- Develop a plan to create a UT-spirited on-course experience inclusive but not limited to recruitment of student organizations and campus groups for on-course entertainment, cheer stations, and water stations on the course
- Lead all communication and logistics for groups including schedules and assignments
- Serve as the race point of contact for all groups involved

### **Requirements**

- On-course groups serve as crucial motivation for runners on race day. In order to recruit groups from every corner of campus, the on-course coordinator must have exceptional communication skills and diligence with follow-up conversations. In addition, the presence of on-course groups opens up the opportunity for those who are not running in the race to get involved with this campus tradition. In order to truly showcase the diverse UT campus, we are looking for someone who can create a UT-centric course experience for each runner. Past experience with coordinating projects or events can be helpful coming into this role.
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## Pre-Race Logistics Coordinator

### **Responsibilities**

- Coordinate logistics of all start/finish line area spirit and entertainment including but no limited to communication leading up to race day, placement on race day, and serving as their on-site point of contact
- Work with contracted timing company at start/finish line to gather information for award ceremony at post-race event
- Manage award ceremony logistics at post-race event at the Main Mall
- Assist with day-of logistics of pre-race events including training events and Packet Pick Up
- Assist in developing a UT-centric pre-race experience for participants from registration all the way to the start/finish line

### **Requirements**

- The journey to race day is as important as race day itself, so we are looking for someone that can assist in creating a UT-centric experience for all participants from the moment they register to the finish line. Knowledge of UT spirit and traditions is essential to do so. This position requires the ability to manage multiple tasks at once and lead volunteers that assist. Attention to detail and organizational skills will be crucial in ensuring that all Pre-Race operations run smoothly. Past experience with projector event coordination can be helpful coming into this role.
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## LONGHORN RUN COMMITTEE POSITION DESCRIPTIONS: POST-RACE TEAM

**Team overview:** The Post-Race Team will work together throughout the year to identify, communicate with, and secure sponsors for the Longhorn Run Post-Race event to take place at the Main Mall. These sponsors will provide food and refreshments after the finish line and for various pre-race programs as well.

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### Post-Race Chair

#### **Responsibilities**

- Provide leadership for the Post-Race team, directing and assisting team members with responsibilities
- Coordinate bi-weekly team meetings in the Fall semester and weekly team meetings during the Spring semester
- Facilitate team updates to committee leadership
- Assist in creating sponsorship recruitment timelines and sponsor communication kits
- Delegate responsibilities while holding each team member accountable throughout the year
- Work with team members to execute plan and manage workflow
- Serve as the main point of contact for communication between Post-Race advisor and the rest of the committee
- Serve as the on-site lead for Post-Race logistics at Main Mall including but not limited to supervising Post-Race volunteers and ensure sponsors have a positive event experience
- Manage and execute sponsors recognition on digital communication and coordinate follow-up thank you's to sponsors after race day

#### **Requirements**

- We are looking for a Post-Race Chair who will be confident and comfortable leading their peers and ensuring the team is working efficiently and effectively together to secure sponsors. This individual should have excellent time management and communication skills as well as display profound professionalism, especially when working with prospective sponsors. As the leader of the Post-Race team, we welcome your attention to detail, organizational skills, and ability to delegate and motivate others. Have excellent problem solving skills, individual initiative, and ability to organize and prioritize duties.
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### Post-Race Coordinator (Banana Alley)

#### **Responsibilities**

- Facilitate logistics and be the main point of contact for Banana Alley sponsors. Banana Alley takes place on the South Mall leading up to the Main Mall and includes finish line refreshments
- Responsible for identifying, communicating with, and securing sponsors for Banana Alley
- Serves as the on-site lead and point of contact for Banana Alley volunteers
- Works with fellow Post-Race team members to secure sponsors for the main Post-Race Event at the Main Mall

#### **Requirements**

- Post-Race Coordinators should display professionalism and excellent communication skills while recruiting sponsors to make Banana Alley and the Post-Race event come to life. We are looking for someone who is able to keep up with communication on a daily basis and respond to prospective sponsors in a timely manner. This individual should have excellent time management and communication skills as well as display profound professionalism, especially when working with prospective sponsors.
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## **Post-Race Coordinator (Cool Down Zone)**

### ***Responsibilities***

- Facilitate logistics and be the main point of contact for Cool Down Zone activities. The Cool Down Zone is an area at Main Mall for runners to recover, relax, and enjoy the company of their friends after they finished the race
- Responsible for identifying, communicating with, and securing activities for Cool Down Zone
- Serves as the on-site lead and point of contact for Cool Down Zone volunteers
- Works with fellow Post-Race team members to secure sponsors for the main Post-Race Event at the Main Mall

### ***Requirements***

- Post-Race Coordinators should display professionalism and excellent communication skills while recruiting sponsors to make Banana Alley and the Post-Race event come to life. We are looking for someone who is able to keep up with communication on a daily basis and respond to prospective sponsors in a timely manner. This individual should have excellent time management and communication skills as well as display profound professionalism, especially when working with prospective sponsors.
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## **Post-Race Coordinator (Events)**

### ***Responsibilities***

- Facilitate logistics and be the main point of contact for Pre-Race activities donations. Pre-Race activities consist of training events, volunteer trainings, and Packet Pick Up
- Responsible for identifying, communicating with, and securing donations for training events, volunteer trainings, and prizes for Packet Pick Up
- Assists with Post-Race event set up logistics
- Works with fellow Post-Race team members to secure sponsors for the main Post-Race Event at the Main Mall

### ***Requirements***

- Post-Race Coordinators should display professionalism and excellent communication skills while recruiting sponsors. We are looking for someone who is able to keep up with communication on a daily basis and respond to prospective sponsors in a timely manner. This individual should have excellent time management and communication skills as well as display profound professionalism, especially when working with prospective sponsors.
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