

OUTREACH TEAM

Campus Outreach Coordinator

Responsibilities

- Create a campus outreach plan aimed towards increasing campus awareness of Longhorn Run and student participation in pre-race events and race day.
- Assist the Student Director and RecSports team with development of a comprehensive outreach strategy to students.
- Create and lead the implementation of a campus outreach plan to promote Longhorn Run, including but not limited to: tabling, speaker circuiting, student organization outreach, and marketing activations.
- Communicate with student organization leaders and professors to identify marketing opportunities throughout the year.
- Identify student organizations and Longhorns that would be effective additions to the ambassador team.
- Assist the Logistics team in campus outreach for pre-race and race day events.
- Maintain an outreach calendar.
- Train committee members on appropriate tabling etiquette, and manage tabling set-up needs, logistics, and incentives with assistance from the ambassador program coordinator.
- Coordinate staffing for all outreach initiatives.
- Position reports to the Student Director.

Qualifications

- Knowledge of student organizations and on-campus marketing platforms.
- Past experience promoting an event or student organization.
- Attention to detail and strong organizational skills.
- Ability to communicate with others strategically and effectively.
- Proactive in determining staffing needs.