

## COMMUNICATIONS TEAM

# Digital Communications Coordinator

## Responsibilities

- Work collaboratively with the Social Media Coordinator on content curation and communication plans.
- Assist with the weekly review and approvals of social media content.
- Create or assist with the creation of photo and video assets for use on social media, web, and email marketing platforms.
- Manage communications requests from other teams.
- Respond to customer service inquiries on social media.
- Assist with generating & maintaining all email newsletter communication with runners.
- Coordinate and oversee volunteer photographers and videographers as needed.
- Assist with updates to the Longhorn Run website on a regular basis.
- Oversee the progress of the hype video in collaboration with Kari and the Student Director.
- Work with the social media coordinator to ensure the hype video is broadcasted on social media platforms.
- Position reports to the Student Director.

## Qualifications

- Ability to give constructive feedback & maintain accountability amongst team members.
- Ability to manage projects.
- Excellent writing and editing skills.
- Attention to detail.
- Strong organizational skills.
- Have an eye for creativity and storytelling.
- General understanding for social media platforms.
- Past experience in a student organization & coordinating projects or events.
- Preferred: Experience with photography and/or video production.