



Longhorn Run 2023 Student Committee Positions

The Longhorn Run Student Committee is a small group of passionate, organized and active students. Members collaborate on their tasks and ideas in order to make Longhorn Run the best experience possible for everyone involved. The Student Committee will be comprised of students who are willing to help each other out and have fun together while bringing this campus tradition to life.

**AMBASSADOR
COORDINATOR**

**VOLUNTEER
COORDINATOR**

**COMMUNICATIONS
CONTENT &
STRATEGY
COORDINATOR**

**PRE-RACE EVENTS
COORDINATOR**

**DIGITAL MEDIA
COORDINATOR**

**EVENT EXPERIENCE
COORDINATOR**

**CAMPUS OUTREACH
COORDINATOR
*FIELD MARKETING***

**CAMPUS OUTREACH
COORDINATOR
*COMMUNITY NETWORKING***



Communications Content & Strategy Coordinator

RESPONSIBILITIES

- Develop social media strategy for Longhorn Run inclusive of Twitter, Facebook, and Instagram.
- Work collaboratively with the Digital 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.
- Assist the Digital Media Coordinator in responding to customer service inquiries on social media.
- 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 the student director and LHR advisor
- 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.

Digital Media Coordinator

RESPONSIBILITIES

- Assist with creating an overall vision and voice for social outlets.
- Create and maintain the social media editorial calendar with the Student Director and Communication Content & Strategy Coordinator's assistance.
- Review social media copy drafted by the Communications Content & Strategy Coordinator and execute posting via social media scheduling platform once all approvals are secured.
- Serve as the content manager for all Longhorn Run social media accounts which includes responding to customer service inquiries and ensuring all posts are published accurately and efficiently.
- Work collaboratively with Communications Content & Strategy Coordinator, Ambassadors and RecSports staff to identify and develop creative needs for social media.
- Work collaboratively with Ambassador Coordinator and ambassadors to create social media video content.
- Assist with generating & maintaining all email newsletter communication with runners.
- Report regularly on insights gained from social media content monitoring.
- Position reports to the Student Director

QUALIFICATIONS

- Ability to meet deadlines and receive feedback well.
- High proficiency in all social media platforms and editors (e.g. Canva).
- Ability to post content from a mobile device.
- Ability to take high-quality photos with your mobile device.
- Attention to detail.
- Creative writing skills and an eye for creativity in a social media context.
- Knowledge of current social media trends.
- Experience being a part of a student organization or project.
- Preferred: experience with Weebly and experience executing a social media strategy.

Logistics Team

Pre-Race Events Coordinator

RESPONSIBILITIES

- Lead ideation and coordination of pre-race events, including Registration Kick-Off and training events. *During the fall semester*
- Brainstorm in-kind donations for pre-race events and work with advisor to execute. *During the fall semester*
- Coordinate all necessary logistics for pre-race events.
- Create all staffing plans for all pre-race events which includes training events and registration kick-off.
- Serve as the main point of contact for all pre-race activations (Registration Kick-off and training events).
- Work closely with Texas Running Club and Tri Club in coordinating communication with pacers for training events and race day.
- Assist the Volunteer Coordinator with producing plans/ assignments for Packet Pick-Up Week as needed.
- Serve as back-up point of contact for Packet Pick-Up week.
- Work collaboratively with Communications Content & Strategy Coordinator and Digital Media Coordinator on communications needs for pre-race event logistics.
- Work collaboratively with Ambassador Program Coordinator to secure Ambassadors for event staffing needs.
- Position reports to the Student Director.

QUALIFICATIONS

- Problem solving skills.
- Attention to detail.
- Excellent communication and organizational skills.
- Past experience leading students and/or volunteers.
- Experience coordinating a project or event.

Volunteer Coordinator

RESPONSIBILITIES

- Oversee volunteer program - including recruitment, retention, and recognition of 300+ volunteers.
- Manage all communication with volunteers.
- Manage volunteer registration platform via Race Roster.
- Develop all volunteer staffing plans/assignments for race day.
- Coordinate with Event Experience Coordinator to create on-course volunteer staffing plans.
- Create and lead training for volunteers in lead and/or specific roles needing training.
- Serve as the main point of contact for all volunteers.
- Manage stewardship of volunteers and gather their feedback post-race.
- Provide credit for all volunteer hours to individuals that request it.
- Position reports to the Student Director.
- Oversee all Packet Pick-Up operations.
 - Assist with logistics involving bibs, bib assignments, and registration transfers.
 - Work closely with the Pre-Race events coordinator Volunteer Coordinator on PPU staffing needs and other items as needed.
 - Serve as the main point of contact for Packet Pick-Up volunteers.
 - Create and lead Packet Pick-Up staff training.
 - Develop talking points and runner communication regarding Packet Pick-Up.

QUALIFICATIONS

- Ability to lead and motivate others.
- Attention to detail.
- Problem solving skills.
- Excellent communication and organizational skills.
- Past experience as a volunteer in Longhorn Run or other community events.
- Excellent communication and organizational skills.
- Past experience coordinating an event.

Event Experience Coordinator

RESPONSIBILITIES

- Build out the on-course event experience to create a UT-spirited experience for both an in-person and virtual race.
- Recruit student organizations and campus groups to provide on-course entertainment, cheer stations, and water station support.
- Coordinate with the Campus Outreach Coordinators to recruit student organizations and campus groups.
- Oversee logistics for the Burnt Orange Stretch (the uphill area leading up to the finish line).
- Serve as the main point of contact for all on-course experience groups.
- Assist with developing a UT-centric start/finish experience for participants.
- Coordinate logistics of start/finish area line spirit and entertainment including communication leading up to race day, placement on race day, and serving as on-site point of contact.
- Coordinate with the Volunteer Coordinator for on-course entertainment and finish line event volunteers.
- Assist with ideation and coordination of post-race elements.
- Train and provide leadership for post-race and finish line event volunteers.
- Organize all logistics associated with top finisher awards.
- Position reports to the Student Director.

QUALIFICATIONS

- Attention to detail.
- Problem solving skills.
- Exceptional project and time management skills.
- Excellent communication and organizational skills.
- Past experience working with student organizations.
- Experience coordinating a long-term project or event.

Outreach Team

Ambassador Coordinator

RESPONSIBILITIES

- Develop and manage all aspects of the Longhorn Run Ambassador Program (Ambassadors are an extension of the Longhorn Run committee assisting with marketing efforts and pre-race events throughout the year.)
- Oversee recruitment and selection of Ambassadors (current UT students).
- Oversee and mentor a team of 20-25 students involved in the Ambassador Program.
- Lead all communication with Ambassadors.
- Serve as the point of contact between Ambassadors and Communications Team for creating social media video content.
- Coordinate ambassador staffing for events, tabling, packet pick-up week and any other ambassador program initiatives.
- Assist the Campus Outreach Coordinators with outreach plan and tabling staffing schedules.
- Position reports to the Student Director.

QUALIFICATIONS

- Past experience leading and mentoring students.
- Excellent communication skills.
- Ability to delegate and motivate team members.
- Has a passion for building community among their team.
- People-person with a high level of energy.
- Past experience as a member of the Longhorn Run Ambassador (previously known as, Influencer) Program.

Outreach Team

Campus Outreach Coordinator Field Marketing

RESPONSIBILITIES

- Create a campus outreach field marketing (tabling) plan aimed at increasing campus awareness of Longhorn Run and student participation in pre-race events and race day.
- Collaborate with the other Campus Outreach Coordinator to create and maintain a cohesive outreach plan.
- Assist the Student Director and RecSports team with development of a comprehensive outreach strategy to students on campus.
- Create and lead the implementation of a campus outreach plan to promote Longhorn Run, including but not limited to: tabling, promotion at events, and other on campus marketing activations.
- Assist with the identification of student organizations and Longhorns that would be effective additions to the ambassador team.
- 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 field marketing initiatives including the weekly tabling schedules
- 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.

Outreach Team

Campus Outreach Coordinator

Community Networking

RESPONSIBILITIES

- Create a campus outreach plan aimed at increasing community 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: speaker circuiting, student organization outreach, and professor outreach
- Act as the main point of contact between student organization leaders and professors to identify marketing opportunities throughout the year.
- Assist in the identification of student organizations and Longhorns that would be effective additions to the ambassador team.
- Reach out to local groups and businesses for the purpose of promoting Longhorn Run.
- Assist the Logistics team in campus outreach for pre-race and race day events.
- Maintain an outreach calendar.
- 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.
- Knowledge of campus and local media outlets.
- Attention to detail and strong organizational skills.
- Public Speaking skills
- Ability to communicate with others strategically and effectively.
- Enthusiasm for forming professional relationships with members of the UT community.
- Proactive in determining staffing needs.
- Preferred: Experience pitching to media outlets.