

# LONGHORN RUN COMMITTEE

## AVAILABLE POSITIONS 2024

### COMMUNICATIONS TEAM

COMMUNICATIONS CONTENT LEAD (PAGE 1)

DIGITAL MEDIA COORDINATOR (PAGE 2)

CREATIVE CONTENT COORDINATOR (PAGE 3)

### LOGISTICS TEAM

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EVENT EXPERIENCE COORDINATOR (PAGE 6)

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AMBASSADOR PROGRAM COORDINATOR (PAGE 7)

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WE ENCOURAGE YOU TO APPLY WHETHER YOU  
MATCH ALL QUALIFICATIONS OR NOT!



## COMMUNICATIONS TEAM

# Communications Content Lead

## Responsibilities

- Develop social media strategy for Longhorn Run including X, Facebook, Instagram and Instagram Reels
- Assist with the bi-weekly review and approvals of social media content for all Longhorn Run platforms
- Report on insights gained from social media content monitoring as needed
- Oversee and 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
- 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 Longhorn Run advisor
- Work collaboratively with the Digital Media Coordinator on content curation and communication plans
- Assist the Creative Content Coordinator in responding to customer service inquiries on social media as needed
- Work with the Creative Content Coordinator on direction and execution of all graphic and video creation for social media
- Work with the Digital Media Coordinator to ensure the hype video is broadcasted on social media platforms

## Recommended Qualifications

- Ability to give constructive feedback and maintain accountability amongst team members
- Ability to manage projects and peers
- 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

# COMMUNICATIONS TEAM

# 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
- Create all copy to be reviewed by the Communications Content Lead (in addition to director and advisor) 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 ensuring all posts are published accurately and efficiently
- Work collaboratively with other members of the communications team, Ambassadors and RecSports staff to identify and develop creative needs for social media

## Recommended 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 executing a social media strategy

## COMMUNICATIONS TEAM

# Creative Content Coordinator

## Responsibilities

- Lead the graphic creation and video editing for all social media accounts with direction from the Communications Content Lead
- Work collaboratively with the Communications Content Lead and Digital Media Coordinator to ensure graphics and/or videos best compliment the social posts
- Assist with creating an overall vision and voice for social outlets
- Manage all social media inquiries by checking direct messages often and responding to messages in a timely manner (with assistance from Communications Content Lead)
- Work collaboratively with Ambassador Coordinator and ambassadors to create social media video/photo content
- Capture video and photo content during pre-race events, meetings, or other community events leading up to race day and during race day
- Proofread and provide feedback for upcoming content ideas

## Recommended Qualifications

- Strong professional communication skills (written and verbal)
- Experience in video capturing and editing
- Experience in graphic creation for social media platforms
- High proficiency in all social media platforms and editors (e.g. Canva)
- Excellent organizational skills and time management
- Ability to take direction and work with a team
- Ability to meet deadlines and receive feedback well
- General understanding for social media platforms

## 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 and assignments for Packet Pick-Up Week as needed
- Serve as a back-up point of contact for Packet Pick-Up week
- Work collaboratively with Ambassador Program Coordinator to secure Ambassadors for event staffing needs

## Recommended Qualifications

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

# LOGISTICS TEAM

# Volunteer Coordinator

## Responsibilities

- Oversee volunteer program including the recruitment, retention, and recognition of 300+ volunteers
- Manage all communication with volunteers including emails and on-site training during pre-race events and race day
- Manage volunteer registration platform via Race Roster
- Develop all volunteer staffing plans and 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
- Provide credit for all volunteer hours to individuals that request it
- Act as main committee contact for all Packet Pickup operations
  - Assist with logistics involving bibs, bib assignments, and registration transfers
  - Work closely with the Pre-Race events 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
  - Attend and present packet pickup logistics at Ambassador training

## Recommended 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
- Past experience coordinating an event

## LOGISTICS TEAM

# Event Experience Coordinator

## Responsibilities

- Build out the on-course event experience to create a UT-spirited experience for the 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 to either participate or cheer
- Ideate and execute how to make the experience for running as a member of a student organization meaningful
- 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

## Recommended Qualifications

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

## OUTREACH TEAM

# Ambassador Program Coordinator

**Background:** Ambassadors are current UT students and act as an extension of the Longhorn Run committee. Ambassadors assist with marketing efforts and pre-race events throughout the spring semester. Recruitment for the Longhorn Run ambassador program positions starts in the fall.

## Responsibilities

- Develop and manage all aspects of the Longhorn Run Ambassador Program
- Oversee recruitment and selection of Ambassadors
- 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
- Collaborate with the Pre-Race Events Coordinator in securing Ambassador schedules for training events and on race day
- Coordinate ambassador staffing for events, tabling, packet pick-up week and any other ambassador program initiatives
- Assist the Campus Outreach Coordinator with outreach plans and tabling staffing schedules

## Recommended 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 Program



## OUTREACH TEAM

# Campus Outreach Coordinator

## 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 Community Outreach Coordinator to create and maintain a cohesive outreach plan
- Create and execute a cohesive speaker circuiting plan and coordinate with ambassadors to present at UT organization meetings to raise awareness and boost participation
- Assist the Student Directors 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

## Recommended Qualifications

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

## OUTREACH TEAM

# Community Outreach Coordinator

## Responsibilities

- Create an outreach plan aimed at increasing awareness of Longhorn Run to UT faculty, staff, larger departments, academic programs, and other non-student members of the UT community
- Create a partnership plan with UT professors to raise event awareness
- Assist in outreach to local and national businesses to solicit in-kind donations on an as-needed basis
- Promote Longhorn Run beyond the UT Campus by leading outreach initiatives targeted at local businesses and communities including running groups, athletic stores, and restaurants
- Maintain an outreach calendar that details dates of communication, strategies, and follow-up
- Collaborate with Pre-Race Events Coordinator for any pre-race event partnerships with local running clubs or businesses and/or in-kind donations
- Assist the Logistics team in campus outreach for pre-race and race day events
- Coordinate staffing for all community outreach initiatives

## Recommended Qualifications

- Past experience promoting an event or student organization
- Knowledge of campus
- Attention to detail
- Strong organizational skills
- Public speaking skills
- Ability to communicate with others strategically, professionally, and effectively
- Enthusiasm for forming professional relationships with members of the UT and greater Austin community
- Be a go-getter