

LHR COMMITTEE 2022 AVAILABLE POSITIONS

COMMUNICATIONS TEAM

Digital Communications Coordinator (Page 1)

Social Media Coordinator (Page 2)

LOGISTICS TEAM

Volunteer Coordinator (Page 3)

Event Experience Coordinator (Page 4)

Pre-Race Events Coordinator (Page 5)

OUTREACH TEAM

Campus Outreach Coordinator (Page 6)

Ambassador Program Coordinator (Page 7)



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.

COMMUNICATIONS TEAM

Social Media Coordinator

Responsibilities

- Develop social media strategy for Longhorn Run inclusive of Twitter, Facebook, and Instagram.
- Assist with creating an overall vision and voice for social outlets.
- Create and maintain the social media editorial calendar with the Student Director and Digital Communication Coordinator's assistance.
- Develop all copy for social media for review 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.
- Work collaboratively with Digital Communications Coordinator and RecSports staff to identify and develop creative needs for social media.
- 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.
- Keep up with current social media trends.
- Experience being a part of a student organization or project.

LOGISTICS TEAM

Volunteer Coordinator

Responsibilities

- Oversee volunteer program – including recruitment, retention, and recognition of 300+ volunteers.
- Manage all communication with volunteers.
- Manage volunteer registration platform.
- Develop all volunteer staffing plans/assignments for race day.
- Coordinate with Pre-Race Events Coordinator to create volunteer staffing plans/ assignments for Packet Pick-Up.
- Coordinate with Event Experience Coordinator to create on-course volunteer staffing plans and determine if on-course entertainment groups are considered volunteers.
- Create and lead training for volunteers in lead roles.
- 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.

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.

LOGISTICS TEAM

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 Coordinator 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.
- Excellent communication and organizational skills.
- Past experience working with student organizations.
- Experience coordinating a project or event.

LOGISTICS TEAM

Pre-Race Events Coordinator

Responsibilities

- Assist with 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. *During the fall semester*
- Coordinate all necessary logistics for pre-race events.
- Create all staffing plans for all pre-race events and packet pick-up.
- Serve as the main point of contact for all pre-race activations (Packet Pick-Up, 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.
- Work collaboratively with Digital Communications Coordinator and Social Media Coordinator on communications needs for pre-race events logistics.
- Work collaboratively with Ambassador Program Coordinator to secure Ambassadors for event staffing needs.
- Oversee all Packet Pick-Up operations.
 - Assist with logistics involving bibs, bib assignments, and registration transfers.
 - Work closely with the Volunteer Coordinator on PPU staffing needs.
 - 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.
- 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.

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.

OUTREACH TEAM

Ambassador Program 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.
- Coordinate ambassador staffing for events, tabling, packet pick-up week and any other ambassador program initiatives.
- Assist the Campus Outreach Coordinator 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.