

LHR COMMITTEE 2021 AVAILABLE POSITIONS

COMMUNICATIONS TEAM

SOCIAL MEDIA COORDINATOR

RESPONSIBILITIES:

- Develop social media strategy for Longhorn Run inclusive of Twitter, Facebook, Instagram, and Snapchat.
- Assist with creating an overall vision and voice for social outlets.
- Create and maintain the social media editorial calendar with the Assistant Director's assistance.
- Develop all copy for social media for review and execute posting once all approvals are secured.
- Serve as the content manager for all Longhorn Run social media accounts.
- Work collaboratively with team members 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 Assistant Director - Communications.

PREFERRED QUALIFICATIONS:

- Ability to meet deadlines and receive feedback well.
- High proficiency in all social media platforms.
- 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.