

LHR COMMITTEE 2021 AVAILABLE POSITIONS

OUTREACH TEAM

ASSISTANT DIRECTOR OF OUTREACH

RESPONSIBILITIES:

- Provide leadership and mentorship to a team of three committee members: Campus Outreach Coordinator, Procurement Coordinator, and one Longhorn Legislative Aide (first-year student, appointed by Student Government).
- Coordinate and facilitate Outreach Team meetings. Manage all aspects of the Longhorn Run Influencer Program.
- Influencers are an extension of the Longhorn Run committee assisting with marketing efforts and pre-race events throughout the year.
- Oversee recruitment and selection of Influencers (current UT students).
- Oversee and mentor a team of 20-25 students involved in the Influencer Program.
- Lead all communication with Influencers.
- Develop and manage a Digital Influencer Program.
- Assist with development of a comprehensive outreach strategy to students, the Austin community, and potential race donors/sponsors.
- Review and provide initial approval of all mass email communication drafted by Campus Outreach Coordinate, Procurement Coordinator, and LLA.

PREFERRED 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.
- Past experience as a member of the Longhorn Run Influencer Program.