

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.