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| **ROLE OVERVIEW** |

There she learns. There she serves. There she advocates. There she is… Miss Texas!

Miss Texas is the most visible external facing representative of the mission of the Miss Texas Organization to the public. As a member of the Miss Texas team, she is responsible for positively advancing the goals and objectives of the organization as well as her own Platform (Community or Social Impact Initiative). Miss Texas joins a legacy of leadership originating in 1937.  The job is an exciting, fun, challenging Year of Service that requires energy, positivity, professionalism and courtesy while engaging in extensive travel and changing locations frequently within and outside of the state. Working with the team that schedules and provides logistical, support and guidance, she uses her term to promote and market the program to her peers and the next generation of young women.

Miss Texas works alongside the state team to develop goals and execute strategies to advance the Miss Texas Scholarship Organization and supports this initiative by developing and increasing partnerships, awareness and fundraising. In addition, she also serves as the State Ambassador for Texas Cares for Children Program. She researches and prepares speeches to deliver to audiences with a wide range of stakeholders spanning all ages and backgrounds. She speaks with the media and is a representative of the organization with sponsors, partners, students, community stakeholders and corporations. A first step to continuing her education and career, the job of Miss Texas is a once-in-a-lifetime opportunity that carries with it service above self.

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| **KEY OUTCOMES AND PRIORITIES** |

**Statewide Service Ambassador**

* Develops goals and facilitate the execution of her platform initiative
* Creates a strategic and actionable plan to track progress towards her platform initiative goals

**Development Ambassador**

* Serves as an ambassador of the Miss Texas Organization’s partners and sponsors
* Maintains and deepens relationships with existing sponsors, donors and supporters
* Takes the initiative to identify and build relationships with potential sponsors, donors and supporters
* Supports fundraising initiatives to increase the Scholarship Foundation and Texas Cares For Children Program funds

**Marketing and Communications Ambassador**

* Serves as a spokesperson for the organization’s mission and provides a voice on timely issues for her generation
* Researches and prepares content including (but not limited to) short videos, blogs or written pieces (media and digital, including managing social media accounts) in partnership with the team
* Prepares and delivers public appearance presentations, performances and speeches

**Recruitment and Mentorship Ambassador**

* Serves as a role model and mentors to inspire potential candidates and Lone Star Princesses
* Advances recruitment into the Miss Texas program and builds on the legacy of previous titleholders

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| **KEY INDICATORS: Skills, Mindsets and/or Behaviors which makes Miss Texas successful in this role** |

You love people and are a great listener. You desire to advance a diverse and inclusive program. You have outstanding interpersonal skills and are an exceptional communicator. You maintain poise under pressure and represent yourself with a genuine and hospitable spirit. You are service-oriented and exercise good judgement on social media, as well as when you are dealing with the media.

You know your personal values and are a person of character. You bring a positive, friendly, engaged and enthusiastic voice to everything you do. You have a strong sense of humility and humor. You are a creative problem solver, are solutions-oriented and can adapt to almost any situation. You are a big picture thinker who understands that the job is not just reflection of you, but the entire organization and an ever-evolving legacy of multi-dimensional women.

You are excited to set community and social impact initiative goals, track process towards them and are unafraid of hard work. You are energized by the idea of serving as a state ambassador, promoting and fundraising for the Scholarship Foundation and the Texas Cares For Children program. You understand that this is first and foremost, a job - with the opportunity to make a tremendous impact. You approach and execute your work with maturity and professionalism. You know the job can bring challenges and have learned how to maintain your mental, physical and emotional wellness to be your best self.

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You are excited by the 365 days of opportunities ahead of you and show up on time (which means early) and meet deadlines. You recognize that the job is not all glamour and are able to balance relevant administrative tasks including email correspondence, expense reports, metric reporting, thank you notes, and other tasks as requested. You are a team player with a “can do” attitude. You have a deep desire to learn, grow and develop. You approach your work as a teammate by working alongside the leadership team.

Appearance Opportunities:  The number of appearances during your year depends mostly on you.  Simply winning the title of Miss Texas will bring in a few routine appearance opportunities such as parades and ribbon-cuttings.  Having a strong platform and community or social impact initiative will attract additional appearance opportunities from organizations that are aligned or are interested in that particular subject.  However, to be the Miss Texas who is in high demand you need to be able to (a) deliver a strong presentation that will convey your deep knowledge and understanding of your platform/initiative, (b) educate and inspire your audience so they will want to join you, and (c) be able to share and demonstrate the results that have been accomplished because of your efforts.

Statement: *I believe impoverished communities need access to higher quality food*

versus

Better: *I started a program that provides food to impoverished communities. Here is how we*

*did it, as well as the results from my initiative.*

If this is a recent initiative*: I am starting a program that will provide food to impoverished*

*communities. Here is our plan of action, as well as our expected results that we are*

*expecting to accomplish.*

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| **MEDIA & SOCIAL MEDIA** |

**Media**

Miss Texas must always have someone from her team present for media interviews.

If there is TV coverage of the event or a TV interview, the TC (travel companion) will have the station send the link to the Business Manager.  Valerie Bell is the Media point person. She will guide Miss Texas throughout the year on public relations and media. Miss Texas may expect to have a prep conversation and a debrief conversation with Valerie Bell before and after interviews.

**Social Media**

A Social Media presence is important and vital to the Miss Texas Organization. Miss Texas is expected to work with the Social Media Manager and leadership team to increase her reach as Miss Texas. She will work alongside this team to curate content and plan/schedule posts in advance, with the exception of live content. The Social Media Manager/Team will have access to all social media accounts, including direct messages and will support Miss Texas in crafting responses to comments and/or direct messages which attack, criticize or harm Miss Texas. The MTSO Social Media Team will work alongside Miss Texas to curate and approve all social media to ensure it aligns with the strategy agreed upon as a team. MTSO reserves the right to modify and/or remove content which was not previously approved by the Social Media team.

Miss Texas must always think before she posts on her personal and business accounts. While she may be conveying her personal opinions, she must remember that she is viewed as a reflection on the organization as an Ambassador, therefore, it can be presumed by readers that she is speaking for the organization. There is much responsibility in that!

Safety is our top priority and Miss Texas should never share her location without prior discussion or post confidential information. She may post live feeds, along with posting to designated social media sites, when deemed appropriate and timely.

Miss Texas will be provided a Media Kit and Brand Book with guidelines to help maintain and further the brand of MTSO in collaboration with her media team. This guide will enable Miss Texas to represent the mission, vision and values of MTSO and MAO as a state representative. Miss Texas will also work with her media team who will help her create a strategy for her social media presence including strategic timing, hashtags specific to Miss Texas/her platform/social or community impact and photography guidance to expand her reach and the reach of MTSO.

**Brand Guidelines, Voice and Terminology**

As a state titleholder, it is the job of Miss Texas to represent, uphold, and further the brand of the Miss Texas Scholarship Organization. MTSO and MAO titleholders and communicators are caring, talented, ambitious, and hard-working. They are passionate about social impact issues and are major contributors to public service. They exemplify leadership skills, strength of character, and spirit. They have exceptional communication skills (both written and verbal) and grammar.

Although the organization’s state representative changes each year, the organization’s brand voice must maintain a degree of consistency. The brand voice applies not only to the state titleholder, but to all media representatives at the state level who speak on behalf of MTSO. MTSO representatives (titleholder, social media manager and anyone posting on behalf of the Miss Texas Scholarship Org) must ensure that media/social media posts are informative, inspirational, positive and/or educational, but never shameful, accusatory, divisive, and exclusionary.

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The Miss Texas Scholarship Organization’s brand voice (and persona) is:

* Intelligent
* Enthusiastic
* Charismatic
* Energetic
* Approachable
* Innovative
* Competent
* Organized
* Flexible
* A team player
* Professional in her appearances both casually and on the job
* Engaging with people of all ages and all backgrounds
* Aspires to be and actively develops herself as a positive role model
* Understands and has a true belief in and executes on her platform/community or social impact initiative each day
* Builds and creates partnerships and takes the initiative to carefully retain them
* Understands and uses social media strategically and tactically. One example: she understands that while posting her personal feelings, she must consider if her words could positively or negatively affect the relationship that the organization has with sponsors, donors, volunteers and fans. This is a line Miss Texas must navigate and one that all leaders and Ambassadors must traverse for the greater good of the organization as a whole.

The Miss America Organization is evolving and embracing a new era. And with it, comes an inspiring new look and feel. One that’s optimistic, approachable, confident, bold, stylish, modern and empowered. Much like the Miss America candidates themselves. The terminology below should be followed:

* Miss America – *no more* Miss America 2.0
* Title alone - *not your* title with year (ex: Miss Texas not Miss Texas 2025)
* Competition - *not* pageant
* Candidates - *not* contestants
* Young women – not girls