



Director of Game Day Operations

Preferred Majors: Business, Recreation

Needed: One (1) Individual

Supervisor: Assistant General Manager

Time Frame: Winter, Spring & Summer 2021

Class Level: Junior or Senior –

Compensation:

Phase I (Internship)

- Part Time: Ten (10) hours per week

- February 1, 2021 through May 31, 2021

- Stipend: \$250.00

Phase II (Independent Contractor) -

– Full Time

- June 1, 2021 through July 31, 2021 (or stadium clean-up, whichever comes last)

- Stipend: \$750.00

Phase I Summary – Create, execute, and analyze a comprehensive marketing plan for the San Luis Blues Baseball Organization emphasizing the impact of community awareness and the maximization of event attendance. Work in office every day to fulfill assigned responsibilities outlined below, as well as, executing evening and weekend promotional events as scheduled.

Responsibilities: Phase I

- ❖ Assist in the creation of strategic marketing goals for the 2021 season
- ❖ Design, produce and execute elements of a comprehensive plan to increase community awareness and attendance levels for Blues baseball events during the 2021 season
- ❖ Plan all marketing aspects for the 2021 Blues season (ex. Giveaways, prizes, on-field games, public appearances, community outreach programs, in-season promotional events, etc.)
- ❖ Marketing aspects for which this position is specifically responsible include, but are not limited to: National Anthem, Bat Boys/Girls & Blues Buddies.
- ❖ Assist with the creation of advertising and media schedules (ex. newsletter, TV, radio, print, etc.)
- ❖ Perform brief season-end analysis of 2021 marketing plan (Success, failures, suggestions)
- ❖ Any other duties as assigned by the Assistant General Manager or General Manager



Phase II Summary- To assist with execution of game day operations in accordance with established marketing plan for the 2021 San Luis Blues baseball season. This individual is responsible for assisting with all aspects of a Blues game day event. They are crucial to the continued development of a positive image within the San Luis Obispo Community. (Season: Opening Day – Stadium Clean-up: Date TBA)

Responsibilities: Phase II

- ❖ Assist in promotional execution of all gameday elements during 2021 season in accordance with established plans and goals
- ❖ Assist in organizing and execution of stadium opening, set-up, break-down and clean-up of Blues facility at all 2021 home games
- ❖ Assist mascot with trip down to field level for National Anthem
- ❖ Execute all marketing aspects for the 2021 Blues season (ex. Giveaways, prizes, on-field games, public appearances, community outreach programs, in-season promotional events, etc.)
- ❖ Manage all communications and promotional activities when Marketing Table Manager including, but not limited to: Communicate all necessary information with Press Box, ensuring proper staffing at table and for on-field promotions, coordinate all prize collections.
- ❖ As Gameday Operations Assistant, execute all on-field and in-game promotions, assist with any gameday operational area in need, act as organizational representative to public.
- ❖ Assist with closing of stadium, including coordination of stadium cleaning, locking of all appropriate areas, take down flag, game ending summary speech, etc. (GM and/or Assistant GM will assist with closing daily)
- ❖ Prepare brief, summary report for Blues Management at the conclusion of the 2021 season
- ❖ Any other duties as assigned by Assistant General Manager
- ❖ Perform brief season-end analysis of 2021 marketing plan (Success, failures, suggestions)



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