



**-2021 Campaign-**

**Title:** Marketing Director

**Organization:** San Luis Blues/SLO Baseball Alliance, LLC

**Direct Supervisor:** Assistant General Manager & General Manager

**Term of Employment Agreement:** March 1, 2021-August 15, 2021

**Compensation/Stipend:** \$750 Stipend

***Internship Summary:***

Execute and lead marketing team in the comprehensive marketing plan for the San Luis Blues Baseball Organization emphasizing the impact of community awareness and the maximization of event attendance. Carry out game day operations at the marketing table and on the field during the San Luis Blues baseball season. Responsible for the coordination of any in season events and theme days, Youth Outreach, Blues Buddies, Bat Boys/Girls, Charity Partner Program, Educational Partner Program, and National Anthem.

**Responsibilities:**

- ❖ Lead marketing team in execution of all marketing elements for the 2021 Blues season (ex. public appearances, community outreach programs, in-season promotional events, etc.)
- ❖ Lead in promotional planning & execution of all game day elements during 2019 season
- ❖ Assist in set-up, break-down and clean-up of Blues facility at all 2021 home games
- ❖ Execute all on-field and in-game promotions
- ❖ Plan and coordinate all stadium theme days and fundraisers during 2021 season
- ❖ Perform brief season-end analysis of 2021 marketing plan (Success, failures, suggestions)
- ❖ Any other duties as assigned by the Blues Management



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