



## Social Media Coordinator

**Preferred Majors:** Business, Recreation, Journalism

**Needed:** One (1) Individual

**Supervisor:** Assistant General Manager

**Time Frame:** Spring & Summer 2021 (April 1<sup>st</sup> – August 1<sup>st</sup>)

**Class Level:** Junior or Senior

**Compensation/Stipend:** \$50 Phase I/ \$200.00 Phase II

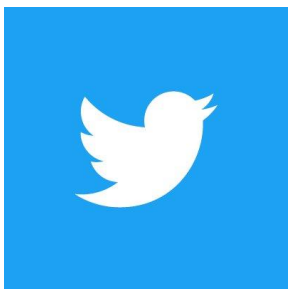
### *Internship Summary:*

**Phase I** - Create, execute, and analyze a comprehensive social media marketing plan for the San Luis Blues Baseball Organization emphasizing the impact of community awareness and the maximization of event attendance. (Spring: April 1 - May 20)

**Phase II** - To execute gameday operations in accordance with established marketing plan for the 2021 San Luis Blues baseball season. This position is absolutely crucial to the continued development of a positive image within the San Luis Obispo Community. (Summer: May 21 – August 1)

### **Responsibilities: Phase I**

- ❖ Assist in the creation of strategic social marketing goals for the 2021 season
- ❖ Design, produce and execute a comprehensive plan to increase community awareness and attendance levels for Blues baseball events during the 2021 season
- ❖ Promote and attend designated marketing events (ex. public appearances, community outreach programs, in-season promotional events, etc.)
- ❖ Any other duties as assigned by Blues Management



## **Responsibilities: Phase II**

- ❖ Cover all social media campaigns for all game day elements during 2021 season
- ❖ Complete “In-Game Timeline” for each game
- ❖ Assist in set-up, break-down and clean-up of Blues facility at all 2021 home games
- ❖ Assist in on-field and in-game promotions as needed
- ❖ Attend end of season clean-up day (date TBD)
- ❖ Any other duties as assigned by Blues Management
- ❖ Perform brief season-end analysis of 2021 marketing plan (Success, failures, suggestions)



Contact: Dana Applegarth - Assistant General Manager

Email: [dapplegarth@bluesbaseball.com](mailto:dapplegarth@bluesbaseball.com)

Ph: 805-458-3050