



## Sports Information Director (SID) Media Coordinator

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

**Needed:** One (1) Individual

**Supervisor:** Assistant General Manager

**Time Frame:** Spring & Summer (March 15<sup>th</sup> – August 15<sup>th</sup>)

**Class Level:** Junior or Senior (Preferred)

**Compensation:** \$200 Stipend

***Internship Summary:** Under general direction of Blues Management, is responsible for promoting the San Luis Blues baseball team and enhancing the organizational image through the dissemination of information to the public and media. This individual must be professional, highly organized and willing to learn rapidly. Previous knowledge of baseball is absolutely necessary.*

### Responsibilities:

#### Phase 1:

- ❖ Produce and distribute weekly press releases to promote the upcoming campaign
- ❖ Assist with the creation and execution of social media campaigns leading up to the season

#### Phase 2:

- ❖ Produce and distribute press releases after each game to all members of the local media
- ❖ Execute all social media campaigns during the season including but not limited to: Facebook, Twitter, Instagram, and Snapchat
- ❖ Prepare brief summary report for Blues Management at the end of the season
- ❖ Other duties as assigned by Blues Management



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