



Baylor University

Sport Management Graduate Program



Graduate Assistant Program in Sport Marketing and Fan Engagement

Initiated in the fall of 2016, the Baylor Athletic Department Graduate Assistantship Program has been developed to create a two-year paid apprenticeship-style experience within a specific area of athletic administration under the mentorship of established leaders in that field. Students in this program are selected from a national search process and complete a 36 credit-hour master's degree in Sport Management while completing the graduate assistantship duties.

Stipends for these work duties will be provided by the Baylor Athletic Department throughout the three academic terms of the year, and tuition remission/discount would be provided from the graduate school at 80% of tuition costs.

General Expectations:

- Work diligently and professionally
- Meet established deadlines
- Communicate regularly on your progress on assigned tasks
- Report for work on time and in the appropriate professional attire
- Complete 20 hours of service each week to the designated program within the Athletic Department
- Promote the program positively throughout the campus and the Waco community



Specific Job Duties and Expectations

Job Title:	Graduate Assistant in Marketing and Fan Engagement
Department Supervisor:	Erin Bean, Asst. A.D. for Strategic Marketing & Fan Engagement
Work Supervisor:	Cody Soto, Director of Social Media & Digital Engagement
Office Location:	Simpson Athletics & Academic Center

Expected Job Duties:

Fan Engagement:

- Assist in the creation of an elite game atmosphere and contribute to ticket revenue through planning and execution of a marketing plan for assigned sports. Write and implement plans with external units. Write public address announcer scripts. Develop attractive fan promotions, themes, and giveaways using an assigned budget. Prepare, communicate, and employ in-game audio and video gameday presentation. Collaborate in a team environment. Coordinate and execute game promotions, sponsored elements, and special events at various athletic venues, including football and basketball.

Strategic Marketing and Digital Media:

- Develop and implement marketing efforts for assigned sports, including: social media promotion, graphics, emails, and digital and traditional advertising. Learn software (Adobe Creative Suite, ShoFlo, etc.) for job duties. Work with sports staff to coordinate on-campus appearances through grassroots marketing initiatives to advertise upcoming contests. Coordinate and help execute social media promotions through the creation of graphics and team event coverage. Work alongside the strategic marketing team to reach the sport's target demographic.

Community Engagement:

- Spearhead community engagement through kids' club and donation initiatives. Lead Baylor Cub Club marketing and communication efforts to engage with local kids to ultimately bring them to athletic events and instill fandom at a young age. Department lead on donation request fulfillment. Assist with planning, communicating, and putting on community events and group experiences.

Compliance:

- Maintain working knowledge of and adherence to all NCAA, Big 12 Conference, and institution rules and regulations and communicate immediately any possible infractions of such rules and regulations to the Athletics Compliance staff.

Additional:

- GA performs as a valued team member of Marketing and Fan Engagement, part of the Baylor Athletics external staff.
- Other duties as assigned.
- Projected 20 hours per week. Evenings and weekends as necessary.