



Baylor University

SCHOOL OF EDUCATION

Sport Management Graduate Program

McLennan

C O M M U N I T Y

COLLEGE

Graduate Assistant Program with McLennan
Community College Athletics

The Baylor Sports Management Graduate Program and the McLennan Community College Athletic Department have formed a partnership to enhance the students' experience in interscholastic athletics and to assist McLennan Athletics with promotions and activities that will increase gameday attendance. By assigning and employing a graduate intern for 40 weeks (August – June), McLennan Athletics will provide real-life experience for the graduate intern.

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

SPORT MANAGEMENT GRADUATE PROGRAM
SCHOOL OF EDUCATION • DEPARTMENT OF EDUCATIONAL ADMINISTRATION
One Bear Place # 97312 • WACO, TEXAS 76798-7312
254-710-3117

Specific Job Duties and Expectations

Job Title: **Graduate Assistant McLennan CC Athletic Department**

Department Supervisor: Associate Director of Marketing & Communication

Work Supervisor(s): MCC Sport Information Specialist and others

Office Location: McLennan Community College Athletic Department Office

Expected Job Duties:

- Write and implement marketing and action plans for McLennan Athletics game days.
- Work in a team environment to enhance marketing and promotions for all McLennan sports.
- Coordinate game promotions and special events for various athletic venues.
- Manage various games functions including –
 - Writing the public address announcer script;
 - Coordinate halftime and in-game performances;
 - Develop interactive crowd promotions;
 - Communicate and coordinate game day presentations with facilities, A/V, McLennan Foundation, and the McLennan Sports Information Specialist.
- Secure, manage, develop and maintain McLennan Athletic sponsors.
- Manage, develop and maintain McLennan's student mascot (Mac) program.
 - Coordinate annual student auditions for up to 2 mascots;
 - Coordinate Mac and his handler's calendar of appearances in the community and select McLennan home games.
 - Assist student mascots with the development of Mac's character.
 - Coordinate mascot costume operations including creativity, care, cleaning, maintenance, etc. with the Sports Information Specialist and Associate Director of Marketing and Communications.
- Manage, develop and maintain McLennan's Student-Athlete Advisory Committee (SAAC).
- Supervise the student mascot
- Other duties as assigned.

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