

Director of Marketing

Organization: San Luis Blues/SLO Baseball Alliance, LLC

Direct Supervisor(s): Assistant General Manager & General Manager

Term of Employment Agreement: April 1, 2024-August 15, 2024



SLO Baseball Alliance, LLC
3195 McMillan Ave, Ste. B
San Luis Obispo, CA 93401

Internship Summary:

Execute and lead the 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, including, but not limited to the coordination of any in season events and theme days, VIP cabana service/staffing, select community outreach programs and assist in fundraiser coordination.

Phase I Summary – *Assist in creation, execution and analysis of the Blues comprehensive marketing plan; emphasizing the impact of community awareness and attendance levels. Work in the office 2-3 days/week (approx.. 10 hours) to fulfill assigned responsibilities as outlined below.*

Phase I Responsibilities:

- ❖ Lead marketing team in execution of the following pre-season marketing elements for the 2024 Blues Season: Youth Outreach, Bat/Boy Girl, National Anthem, Blues Buddies, Farmers Market Tabling
- ❖ Plan and coordinate all stadium theme days and fundraisers for the 2024 season
- ❖ Coordinate with GM & Asst. GM for additional duties

Phase II Summary- *To execute game day operations in accordance with established marketing plan for the 2024 San Luis Blues baseball season. This individual is responsible for the running of all aspects of a Blues game day event. Game days and supervision of all game day staff are absolutely crucial to the continued development of a positive image within the San Luis Obispo Community.*

Phase II Responsibilities:

- ❖ Lead in promotional planning & execution of all game day marketing elements during 2024 season
- ❖ Responsible for effective execution of all on-field and in-game promotions during the 2024 campaign
- ❖ Daily preparation of all elements necessary for game day execution (supplies, prizes, etc.)
- ❖ Assist in set-up, break-down and clean-up of Blues facility at all 2024 home games
- ❖ Perform brief season-end analysis of 2024 marketing plan (Success, failures, suggestions)

❖ Any other duties as assigned by the Blues Management

To apply, please fill out this form:

<https://forms.gle/DaLSNzi7sLFYJkEp8>

For more information please contact:

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