Initiated in the fall of 2017, the Baylor IMG Graduate Assistantship Program has been developed to create a two-year paid apprenticeship-style experience within a specific area of IMG 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.

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

Position 1

Job Title: **Graduate Assistant with Baylor IMG**

Work Supervisor(s): Matt Iazzetti, General Manager; Diana Curti, Account Executive

Office Location: 801 Washington Ave., Suite 115, Waco, TX 76701

Expected Job Duties:

- Implement activation and sponsorship plans before and during Baylor Football games
- Take pictures of in-game promotions to use in proposals for the upcoming season
- Manage partner portals and in-game signage per contracted agreement
- Manage the Texas Farm Bureau Member Ticket Program
- Manage social media assets for Baylor Athletics sponsors
- Manage digital assets including internet banner ads and working on and coordinating the website