Graduate Assistant Program in 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.

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 5

Job Title: **Graduate Assistant in Marketing and Fan Engagement**

Department Supervisor: Ryan Eklund, Assistant Athletic Director

Work Supervisor(s): Chad Klempnauer, Director of Fan Engagement

Office Location: Simpson Athletics & Academic Center, Marketing Suite

Expected Job Duties:

- Marketing and Promotion: Assist in creation of additional game attendance and ticket revenue for assigned sports. Write and implement marketing and actions plans. Work in team environment. Coordinate game promotions and special events for various athletic venues.

- Operations: Assist with management of various game functions. Write public address announcer script. Coordinate halftime and in-game performances. Develop interactive crowd promotions. Assist to prepare, communicate and employ in-game audio and game day presentation.

- 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.

- Projected 20 hours per week. Evenings and weekends as necessary.

- Other duties as assigned.