



## **SAN RAFAEL PACIFICS**

### **ASSISTANT GENERAL MANAGER**

#### **Job Description**

The Assistant General Manager of the San Rafael Pacifics (“AGM”) reports directly to the President and General Manager and is tasked with oversight of the team’s 1) baseball operations, 2) game operations, and 3) community outreach efforts. In so doing, the following staff will report directly to the AGM:

- Director of Community Affairs
- Director of Stadium Operations
- Game Day Operations Manager
- Clubhouse Manager
- Host Family Coordinator
- Intern staff

The AGM’s specific responsibilities are:

#### **1) Baseball Operations**

- a) Coordinate and finalize pre-season and regular season schedules with league and other teams
  - (1) Communicate schedule with City and other stakeholders
- b) Assist GM and field manager scout and procure players and negotiate contracts with prospective players
  - (1) Create, organize and keep on file all player and coach contracts,
  - (2) Report contracts to league office
  - (3) Manage and oversee player payroll/baseball operations budget accounting and reporting
- c) Serve as point of contact for player relations with Pacifics front office
- d) Serve as point of contact and oversee orders for playing equipment such as bats and balls, trainer supplies, uniforms
- e) Organize Pacifics tryouts and spring training exhibition games
- f) Organize welcome dinner at the beginning of spring training
  - (1) Ensure players fill out all information forms correctly
  - (2) Sort all player information into appropriate player files
  - (3) Coordinate host family attendance

- g) Coordinate team transportation to and from away games
  - (1) Players carpool to games, and are reimbursed for their mileage if they drive 3 or more additional players. Ensure that all players have a ride to the game and that drivers who are asking for reimbursement have 3 or more additional players/team personnel
- h) Work with Host Family Coordinator to assure and manage host families for spring training and regular season
- i) Negotiate gym and batting cage sponsors and manage relationship
- j) Supervise Clubhouse Manager for home and visiting clubhouses
  - (1) Assure clubhouses are clean, both teams have water, baseball inventory available and balls rubbed with mud, pre-game snacks and post-game spreads
  - (2) Assure Clubhouse Manager has bat boys/girls and that bat boys/girls properly instructed

## **2) Sponsorship Sales**

- a) Responsible for selling cash and trade sponsorships
  - (1) Determine target sponsors, develop research and present proposals
  - (2) Incremental first year sales goal = \$50,000
- b) Responsible for spring training and post-game meal trade deals
  - (1) Post-game lunches and evening restaurant appearances

## **3) Day of Game Management**

- a) Oversee and supervise day of game staff
  - (1) Pre-season training and orientation program
  - (2) Staff scheduling and payroll
- b) Responsible for “fan experience” elements
  - (1) Customer service training
  - (2) Liaison to security agency
  - (3) Kids Zone
  - (4) Rookie Club
  - (5) Ballpark set-up prior to each game
  - (6) On-field, pre-game and post-game entertainment
  - (7) Supervise promotions, giveaways, marketing events and community events
- c) Oversee and manage Director of Stadium Operations
  - (1) Pre-season field and ballpark set-up
  - (2) In-season maintenance, repairs, field preparation
  - (3) Post-season close down of facility

## **4) City Liaison**

- a) Coordinate Pacifics issues and priorities with City of San Rafael
  - (1) Ballpark scheduling
  - (2) Camps program

(3) Ballpark improvements and operations

**5) Internship Program**

- a) Recruit, interview, hire, evaluate and supervise off-season and in-season interns
- b) Assign interns to specific front office and day of game assignments

**6) Camps and Clinics**

- a) Schedule, plan, operate Pacifics camps and clinics program in coordination with City, community groups and sponsors
- b) Schedule, supervise and process payment to players/coaches to operate camps/clinics

**7) Marketing and Promotions**

- a) Assist in creating and developing sales, marketing and promotional plan
- b) Assist to determine promotions products and merchandise
- c) Assist in strategy for marketing events, revenue generating ideas and expense reduction