



JOB DESCRIPTION

TITLE: Social Media & Marketing Manager
REPORTS TO: CEO
START DATE: Immediate
REQUIRED HOURS: Full Time (40 hours+ per week)
LOCATION: Hybrid (after introductory period)

ORGANIZATIONAL BACKGROUND:

Founded in 2005, Pitch In For Baseball & Softball (PIFBS) helps give the gift of play and contributes to positive youth development by removing equipment as the barrier to play to children around the world. PIFBS secures both new and gently used baseball and softball equipment from manufacturing partners and hundreds of fans who are passionate about giving all kids the chance to play. Over the past 17+ years, PIFBS has expanded programming and partners to help more than 1,000,000 boys and girls play ball in every state in the U.S. and more than 110 countries internationally. PIFBS' core programs include: Domestic and International Grants, Disaster Relief, School-Based Programs, and special Partner Initiatives. PIFBS completes an average of 600 projects each year, impacting nearly 100,000 kids annually.

POSITION OVERVIEW:

Reporting to the CEO, the Social Media & Marketing Manager will be responsible for managing social media, identifying and developing compelling content, writing and disseminating external communications such as the Annual Report, website, and e-newsletters, and creating collateral pieces consistent with PIFBS branding. This person must be marketing minded and efficient, a creative thinker with a high attention to detail, and have strong communication and interpersonal skills.

DETAILED SCOPE:

- Lead content creation and strategy for social media including Facebook, Twitter, Instagram and LinkedIn
- Communication and creation of digital assets such as newsletters, special event graphics, and promotional materials; experience with Constant Contact a plus
- Assist in creating brand materials including presentations, brand proposals and case studies
- Create quarterly newsletters, targeted communications (Giving Tuesday, Holidays, Fathers Day), collateral pieces, Annual Report
- Create an annual communications plan, including social media calendar
- Conduct research on pre-determined list of current and recently retired players and celebrities
- Manage social media platforms, ensuring fresh content
- Prepare materials for distribution. (i.e. copying, filing, mailing, e-mailing)
- Create and assemble media and donor kits for events and meetings
- Work with the web designer to ensure up to date collateral pieces and information

QUALIFICATIONS

- Deep understanding of social media including knowledge of latest trends, tools and best practices
- Ability to capture and create content including photos, basic video editing, and Instagram reels
- Ability to apply creative and forward-thinking ideas to develop strategic partnerships and content

SPECIAL SKILLS:

- Marketing-minded individual with knowledge of the sports marketing landscape
- Creative thinker who can develop innovative ideas for partnerships and campaigns
- Strong communication skills with the ability to pitch and develop new partnerships
- Basic graphic design skills and ability to create and edit via Canva a must; experience with Adobe Design Suite a plus

EXPERIENCE, KNOWLEDGE, AND SKILLS:

- Bachelors degree required; commensurate experience will be considered.
- High level of attention to detail and organization
- Ability to keep up in a fast paced environment
- Excellent interpersonal and communication skills
- Ability to juggle multiple projects simultaneously while maintaining excellence
- Ability to work independently with little supervision
- Proficient in Microsoft Office, including Outlook, Excel, PowerPoint, Word, Publisher
- This position occasionally requires periods of increased hours (events, meetings)
- PIFBS offers 15 paid holidays, offers robust benefits including AFLAC, and flex time

PHYSICAL DEMANDS:

While performing the operations related duties of this job the individual should be able to:

1. Lift a minimum of 50 pounds.
2. Be comfortable in a warehouse setting.
3. Stand/walk for long periods of time.
4. Work in hot and cold conditions.
5. Close vision and manual dexterity are required to access data utilizing a personal computer.