



## Marketing & Communications Officer Volunteer Description

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The British Baseball Federation is looking to appoint a volunteer part time Marketing and Communications Officer. This is an exciting opportunity for any individual looking to help promote baseball during one of the most anticipated years in British Baseball history including the 2023 London Series and World Baseball Classic

This role will require 1-2 hours of attention each week, for a period at least six months, with a possible extension to twelve months.

### **Main purpose of the role:**

The purpose of the Marketing Officer will be to assist the Board of the British Baseball Federation in a marketing and communications role.

The Officer's primary purpose will be to promote the Federation's activities, raising brand awareness of the Federation as well as growing the Federation's visibility within the UK and internationally.

These brands include Great Britain Baseball, BBF-affiliated Baseball Leagues and the Federation itself.

### **Time Commitment:**

Approximately 1-2 hours each week.

### **Essential Requirements:**

- Content Creation experience, both digital and offline
- basic IT skills
- A confident communicator
- Familiarity with Facebook, Twitter and Instagram, as well as other communication platforms

### **Desirable Requirements:**

- Experience with Squarespace and/or other similar website platforms
- Experience using an email marketing platform such as Mailchimp, Active Campaign, Zoho or Hubspot
- Experience using social media management systems such as Content Cal or Hootsuite.
- Familiarity with Adobe Photoshop or similar tools
- Familiarity with Adobe Premiere or similar tools

**The Role:**

Operating and developing the British Baseball Federation's Marketing with a particular focus on:

- Creating content for the Federation's online assets
- Promoting the image and awareness of British Baseball nationally and internationally.
- Building and maintaining the BBF's online assets.
- Working and coordinating content with BaseballSoftballUK, MLB and UK Sport media teams.
- Creating national publicity for baseball.
- Creating and preparing regular news bulletins for the membership.

**About The British Baseball Federation**

The British Baseball Federation is the National Governing Body for baseball in Great Britain. The organisation is an unincorporated association that consists of an Executive Board and affiliated member organisations and clubs. The British Baseball Federation is the only federated member of the World Baseball and Softball Confederation for baseball in Great Britain. The British Baseball Federation also governs, manages, and organises the Great Britain National Baseball Teams.

**Mission**

The objectives of the organisation are to:

- To organise, promote and develop baseball in Great Britain on behalf of its membership.
- To ensure the operational running of baseball is dealt with in a satisfactory manner.
- To administer a national teams programme to represent the country in international baseball.
- To carry out any other duties as the National Governing Body of baseball.

**How to apply:**

Interested? Please email our account [info@britishbaseball.org.uk](mailto:info@britishbaseball.org.uk) with either your CV or a brief outline of your relevant experience.

**The closing date for application is:** Friday 28<sup>th</sup> October 2022

We encourage early applications as the role may close once sufficient suitable applications have been received.