JOIN THE IYBL TEAM

MEDIA & MARKETING COORDINATOR

About Ballin' By Da Beach & IYBL

The Island Youth Basketball League (IYBL) is operated by Ballin' By Da Beach (BBDB). BBDB exists to help young people develop through sports, guided by our core values: Work. Endure. Believe. Aspire. Learn. Live. Love. (We BALLL).

The IYBL is a development-first league, where every child, regardless of skill level, has the chance to grow, belong, and thrive. All team members, coaches, and volunteers are expected to:

- Support and uphold the IYBL mission and values.
- Follow league rules, regulations, and safety protocols.
- Model positivity, professionalism, and care in every interaction with players, parents, and the community.

IYBL Core Values:

Access – Every island. Every player. No barriers.
Joy – Basketball should feel like fun, not pressure.
Character – We use the game to shape strong, respectful young people.
Growth – Everyone starts somewhere. We focus on progress over perfection.
Community – Players, parents, coaches, and supporters all make this work.
Belonging – Every player matters. Every voice is valued.
Island Pride – We wear our culture with confidence, on and off the court .

Contact
iybl@ballinbydabeach.com

PLAY. GROW. THRIVE.

JOIN THE IYBL TEAM

MEDIA & MARKETING COORDINATOR

Island Youth Basketball League (IYBL)
Operated by Ballin' By Da Beach (BBDB)

Purpose
Lead the media and marketing efforts of the Island Youth Basketball League, ensuring consistent branding, storytelling, and engagement across platforms. The Coordinator manages associates, oversees content creation, and ensures that the league's mission and values are effectively communicated to players, families, sponsors, and the community.

Reports to
League Director

Supervises
Media & Marketing Associates (social media, content, design, communications)

Key Responsibilities

- Develop and implement the league's media and marketing strategy.
- Manage social media accounts and ensure timely, engaging content.
- Oversee photography, videography, and design for digital and print materials.
- Support sponsorship fulfillment through media and visibility commitments.
- Coordinate press releases, newsletters, and public announcements.
- Supervise associates and delegate tasks based on skills (social, design, content, communications).
- Ensure all media aligns with IYBL's brand voice, values, and goals.
- Track metrics, engagement, and media performance; recommend improvements.
- Collaborate with the League Director and Champions Council on messaging and campaigns.
- Perform other duties as assigned.

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ISLAND YOUTH
BASKETBALL LEAGUE

Skills & Qualifications

- Strong understanding of digital media, social platforms, and content strategy.
- Experience in marketing, PR, or media production.
- Leadership and project management skills.
- Design and editing ability (e.g., Canva, Adobe, or similar) preferred.

Characteristics

- Creative and forward-thinking.
- Organized and reliable.
- Strong communicator, both visual and written.
- Collaborative, with a team-first mindset.

Position Details

- **Position Type:** Part-time, seasonal, temporary.
- **Commitment:** Year-round content support, with heavier focus during Jamboree and Winter/Spring Leagues.
- **Location:** Nassau-based with some remote flexibility.

Safeguarding & Compliance

- Must complete a background check and child protection orientation.
- Must follow all IYBL safety, health, and safeguarding protocols.

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