

JOIN THE IYBL TEAM

MARKETING & COMMUNITY ENGAGEMENT ASSOCIATE | 18+



About Ballin' By Da Beach & IYBL

The Island Youth Basketball League (IYBL), operated by Ballin' By Da Beach, creates structured youth basketball experiences where children can play, grow, and thrive.

IYBL combines **skill development, team practice, and game play** to help young people grow as players and as people. Our approach is development first, inclusive, age appropriate, and centered on creating positive experiences for every child.

All IYBL team members are expected to:

- Support the IYBL mission, PLAY framework, and values
- Create a safe, welcoming, and positive environment for children and families
- Follow league policies, schedules, safety procedures, and safeguarding requirements
- Communicate respectfully and professionally
- Help every player feel valued, supported, and able to grow

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.

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Contact

iybl@ballinbydabeach.com

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Purpose

Help grow the IYBL community by connecting the league with families, schools, businesses, organizations, and supporters while helping more people understand, experience, and support the IYBL mission.

Reports to

League Director or designated Marketing Lead

Supervises

None

Key Responsibilities

- Support outreach to schools, families, community groups, and local organizations
- Help promote registration, special events, volunteer opportunities, and IYBL programs
- Assist with community activations and promotional events
- Help develop and maintain relationships with community partners and supporters
- Support sponsor and partner engagement when assigned
- Help distribute flyers, digital materials, announcements, and community information
- Welcome and engage families during IYBL events
- Gather feedback and community insights that can help improve the league
- Help identify opportunities to expand IYBL reach and participation
- Represent IYBL positively in the community
- Perform other outreach and engagement duties as assigned

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Skills & Qualifications

- Strong communication and people skills
- Comfortable approaching and speaking with individuals and groups
- Community outreach, sales, promotions, marketing, or customer service experience preferred
- Strong organization and follow through

Characteristics

- Outgoing
- Approachable
- Positive
- Community minded
- Reliable
- Comfortable building relationships

Position Details

Position Type: Seasonal, part time

Age Requirement: 18+

Commitment: Selected league days, outreach activities, promotions, and community events

Location: Nassau, with possible community activations

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