

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.

Purpose

Capture and share the energy, growth, personalities, and impact of IYBL through engaging photo, video, social media, and digital content.

Reports to

League Director or designated Media & Marketing Lead

Supervises

None

Key Responsibilities

- Capture photos and video during practices, games, special moments, and events
- Produce timely social media content that reflects the IYBL experience
- Help document player development, coach interaction, family engagement, and community impact
- Assist with reels, short videos, graphics, interviews, and other digital content
- Support sponsor visibility and recognition requirements
- Help collect content that can be used for reports, funding proposals, sponsorship, and future marketing
- Maintain appropriate standards when capturing and sharing content involving children
- Follow IYBL branding, messaging, media permissions, and safeguarding policies
- Organize and transfer media files after events
- Assist with other media, communications, and promotional needs

Contact

iybl@ballinbydabeach.com

JOIN THE IYBL TEAM

MEDIA & MARKETING ASSOCIATE | 18+



Skills & Qualifications

Experience in one or more of the following preferred:

- Photography
- Videography
- Social media
- Content creation
- Graphic design
- Video editing
- Communications

Characteristics

- Creative
- Observant
- Energetic
- Reliable
- Comfortable around children and families
- Able to capture authentic moments without disrupting activities

Position Details

Position Type: Seasonal, part time

Age Requirement: 18+

Commitment: Selected league days, events, and content assignments

Location: Nassau, with some remote content work possible

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PLAY. GROW. THRIVE.