



**TITLE:** Manager of New Media

**REPORTS TO:** Director of Marketing

**ABOUT THE WBCA:** Founded in 1981, the Women's Basketball Coaches Association is the professional association for coaches of women's and girls' basketball at all levels of competition. The WBCA offers educational resources that coaches need to help make themselves better leaders, teachers and mentors to their players; provides opportunities for coaches to connect with peers in the profession; serves as the unifying voice of a diverse community of coaches to the organizations that control the game; and celebrates those coaches, players and other individuals who excel each year and contribute to the advancement of the sport.

**OUR VISION:** Every coach of women's basketball looks to the WBCA for the support they need to succeed professionally, grow the game, and inspire players to realize their full potential.

**OUR MISSION:** The WBCA leads, serves and unites coaches of women's basketball for the good of our game and those who play it.

**OUR VALUES:** WBCA member coaches are stewards of the game, conducting ourselves with professionalism and integrity, and putting foremost the safety, welfare and educational interests of the women and girls we coach. The WBCA membership, board of directors and staff conduct ourselves in such a manner that the women and girls who play basketball gain self-respect, self-esteem and self-confidence, as well as educational development. These qualities empower women and girls to succeed in life and to become leaders in their professions, communities and society. The association expects all members to honor and abide by these values and standards as a condition of membership.

**DESCRIPTION:** This individual should have a combination of analytical, quantitative and creative skills in order to help the organization tell its story, promote its brand and enhance the experience of its members. This position will work closely with all staff to create new content for the WBCA's digital platforms, to enhance the WBCA's online presence, to build and expand the WBCA's social media footprint and overall impact in the digital space and will be responsible for the execution and delivery of projects assigned.

**RESPONSIBILITIES:**

**Social Media & Marketing (60%)**

1. Oversee the day-to-day management of all social media platforms including but not limited to Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Vimeo while maintaining a consistency of the WBCA brand across platforms. This includes writing posts, creating compelling content, and engaging with our followers.
2. Develop, manage, and execute a comprehensive digital media plan utilizing all relevant platforms to promote the value of the WBCA and the sport.
3. Monitor all social media analytics to create reports for WBCA, sponsors and partners.
4. Assist in the development and execution of marketing campaigns to retain existing members and reach prospective new members at all levels of the game from grassroots to the WNBA.
5. Write and assist with the creation of WBCA video and audio content for all WBCA digital platforms.
6. Assist in the creation of online marketing assets to fulfil sponsorship agreements.
7. Research online advertising opportunities and coordinate digital advertising via Facebook, search engines, etc.

**Communications (30%)**

1. Create all email communications that are well-written, visually appealing and consistent with the WBCA brand through Benchmark – includes but is not limited to bi-weekly digital newsletters to memberships, announcements and informative emails.

2. Oversee the marketing and overall management of the WBCA Career Center, meeting target for resume and job posting purchases and developing a strategy to use the platform to drive increased traffic to the website.
3. Assist as needed with the routine day-to-day maintenance of website content.

**Other (10%)**

1. Manage individual and assigned budget relating to digital media.
2. Other duties as assigned by the Director of Marketing and/or other WBCA Directors.

**Qualifications:**

- Bachelor's degree required.
- Strong written and verbal communications skills.
- Creatively driven and willing to think outside of the box.
- Proficient in MacOS, Windows, Microsoft Office, Adobe Creative Suite (Photoshop, Illustrators, InDesign, Lightroom, etc.), and social media software (TweetDeck, Hootsuite, Sprout Social, etc.)
- Experience in managing multiple social media platforms.
- Digitally savvy and up to date on the latest technology.
- Must be detail-oriented and able to function effectively with little supervision.