



Job Title: Marketing Intern
Job Type: Part-Time Role
Career Level: Entry Level - Intern
Location: Wilmington, MA US 01867
Reports to: Board of Directors - NSBL

Overview of Organization

The North Shore Baseball League (NSBL) and its predecessors have existed in one form or another since the inception of baseball in the late 1800's. The league has historically drawn teams from the North Shore of Boston to southern New Hampshire. There are currently twelve teams in the league that span the geographical region from Lynn to Kingston, NH. The league is highly competitive and attracts talented players with a passion for baseball. Most have played college baseball and many have played professionally. The season includes a 24 game schedule beginning in late May and concludes with the league playoffs in August.

Job Description:

This individual will be a key part of the North Shore Baseball League's Marketing team and report directly to the Board of Directors. This individual will be responsible for assisting with the management of the league's marketing platforms with a focus on social media, post-game interviews, writing articles regarding league activity, and other miscellaneous marketing functions. The NSBL is looking for a driven, ambitious individual who wants to create a career in social media and content marketing. The NSBL offers a flexible schedule as games are usually in the evening and marketing activities can take place at different times of day depending on one's activities. The League will provide training, guidance and support, as well as the opportunity to experience the marketing industry gaining valuable work experience. The potential candidate will be responsible for the following:

- Social Media Marketing for the NSBL
- Managing content creation for the League's social media accounts, including organizing cross-platform content strategies
- Attending games, gathering content and information
- Conducting on-field interviews following games
- Assist with capturing and analyzing social media metrics
- Position requires minor travel within the North Shore Region of Massachusetts

Job Requirements:

- Interest in Marketing & Communications
- Experience with Social Media Platforms (*i.e. Twitter, Facebook, etc.*)
- Experience with Website Management
- Ability to take direction and absorb information quickly
- Ability to multi-task and take initiative
- Communication skills, both written and verbal along with the ability to communicate effectively
- Proficiency in Microsoft Office applications

The North Shore Baseball League is an equal opportunity employer and makes employment decisions on the basis of merit. The Company follows a policy of hiring, employing, training, and compensating employees in a non-discriminatory fashion without regard to: race, color, creed, gender, religion, marital status, veteran status, age, national origin or ancestry, physical or mental disability, and medical condition including genetic characteristics, pregnancy, sexual orientation, or any other prohibited basis under applicable federal, state, or local laws.