



## **Fans First Entertainment**

### **Marketing Coordinator – Team Socials**

**Working with Fans First Entertainment** - Working with Fans First is fun, challenging, and exciting. We have a team of extremely talented and positive people who are committed and energized by our mission. When it comes to Banana Ball, they live and breathe “Fans First, Entertain Always.”

The Fans First way guides our team and our teammates to always be caring, different, enthusiastic, fun, growing, and hungry. Everyone shows personal and professional growth, and they are constantly serving and impacting others. We’ve built an All-Star team of the best creators, performers, and doers in business. We constantly bring on people who contribute to the atmosphere of intelligence, passion, and fun! The team is obsessed with challenging the status quo and finding a better way to do almost everything for our fans.

**Our Vision** – Creating the Greatest Show on social media. The role of the Marketing Coordinator is to support and assist in building the game of Banana Ball, brands of our teams, and create the most engaged fan base in the world.

The Marketing Coordinator will have the opportunity to impact millions of fans across social media platforms and continue pushing the boundaries of content created during and outside of games.

This person is obsessed with every aspect of social media and understands the ins and outs of social media algorithms, trends, and most importantly – the brand and game of Banana Ball. They always bring new ideas to the table and are constantly experimenting on social media to continue growing our brand and spreading the word of Banana Ball.

### **Social Media Gold Standard**

Attention beats marketing 1000%. Does this content make baseball fun? Is this content shareable?

We have the most electric and fun teams in sports. Our team pages are constantly growing with millions of fans following. We have players and characters who have millions of followers. We have millions of fans who want to engage deeply with the team and these people. It’s our job to connect these fans and create new fans of Banana Ball through our social media content.

We must create content that encapsulates the Greatest Show in Sports while staying relevant and fresh in an ever-changing digital world.

We must not focus on what worked in the past. We must create the standard for what's going to work in the future.

### **Why is this job not for everyone?**

- We have a small budget and a small content creation team.
- We don't have the fanciest gadgets and gizmos. We will invest in them over time as we grow, but don't expect a spending spree.
- We will expect and push for an extremely high standard of content creation, production, and execution and expect someone that is hungry to learn, get better, and take constructive feedback.
- You are going to be micro-led like crazy until you've earned trust. You'll work directly with Kara Heater and Jesse Cole who lead creative content.
- We are extremely picky on what content we want to see produced and posted. You will have your ideas shot down time and time again. This can be frustrating.
- We have a ton of people on our staff who are talented, but maybe not the most experienced in certain things, so you must have the heart of a teacher.
- The job is demanding. Social media never stops moving and changing and our fans want to be with us 24/7/365.
- We move quickly. We don't have weeks on end to come up with ideas, film the content, edit and post. We have days, sometimes hours, to create high quality content and you must be okay with last-minute adjustments and changes.

### **Because of the challenges with this job, here are the Expectations:**

You will be given more freedom in decision making as you earn your stripes and understanding of this business and organization. It's going to take time to learn the ropes. The more you learn and the faster you learn, the more freedom that is earned.

You will be judged by the amount and quality of your ideas as well as the execution of those high-quality ideas. Creative decisions in the beginning will mostly be made by Jesse Cole and Kara Heater.

We must outthink and not outspend. We will not invest heavily in things that don't make a clear and dramatic impact. We must build up a talented staff from the ground up, that is hungry to learn and lead. We will not be able to hire tons of people from the outside at outrageous salaries.

Be resourceful – Use your resources and skills to develop ideas and content that make a dramatic impact for our brand.

We must grow faster and learn faster than most people. Our personal growth has to outmatch the growth of our business. Growing and learning are paramount to leading and inspiring a team of people.

You will meet regularly with the creative team to review goals, objectives, priorities, and results of your work and the department's work. Decisions will be made together.

### **What's needed:**

- An obsession with building the greatest content for our fans – constantly working on the craft, developing yourself, and the people around you.
- An obsession with learning from outside the traditional sports industry and willing to challenge the status quo of social media.
- Someone who moves confidently with clear decision making – we learn most from doing. We must have a bias for action and not paralysis by analysis.
- Ability to move quickly and efficiently. There are constantly things out of our control during live games and content shoots. If something doesn't turn out to the highest quality – we must be okay with not putting something out after putting the work in if it doesn't meet brand standards.
- "Make Sh\*t Happen" – Knows how to execute ideas quickly. You must be able to create and execute in an efficient manner.
- The ability to focus and prioritize the most important things and eliminate distractions. It's easy to get wooed or pulled into a variety of different lanes. There is a million little 'good things' we can be doing, but knowing the highest and best use of our time and leverage is critical.

### **Key Performance Points**

#### **GENERAL CONTENT**

- You will assist and own certain pieces of the social media content production in the following ways:
  - Making Baseball Fun – You are a protector of the brand and a filter of our social content. Everything produced must be through the lens of Making Baseball Fun.
  - Content Production Process – You are responsible in helping take ideas and turn them into Banana Ball branded content. By working closely with the rest of the Creative Team, you will be contributing to the digital fan experience through creating engaging posts and interacting with fans who are commenting and sharing Bananas posts.
  - Innovation – What got us here won't get us there. You should consistently be pushing our content ideas and production level to new heights through new technology, concepts, platforms, and more.

#### **SPECIFIC DUTIES**

- Contribute ideas for new content and execute the creation of content ideas brought by other members of the team.
  - This includes staying up to date on trends on social media platforms to create content ideas around as well as use trendy tone on platforms when creating captions, responding to comments, etc.
- Organize and plan the content schedule alongside the rest of the Marketing Team.

- You will spend more time focusing on one team's social media pages, but you need an understanding of Banana Ball and each team's brand tone, content calendar, and more.
- You will work hand in hand with others on the marketing team when coming up with ideas, creating content, and scheduling content that overlaps with the other teams.
- Use technical skills to create and design on-brand graphics and images.
- Continue building relationships online with our fans by being the voice of the team in responses to comments, DMs, messages, and more.
- Daily collaboration and review with other members of the Creative Team

## **Summary**

As a Marketing Coordinator for our teams, you will play a pivotal role in curating and managing our content that goes out on social media platforms.

You will be responsible for creating ideas, assisting in executing and refining content, and scheduling it on social media. This content should resonate with our fan base and contribute to our brand identity.

Your keen eye for social media trends and understanding of social media platforms and algorithms will be crucial in ensuring the success of our social media presence.

You will work closely with the Entertainment Team, the Marketing Team, the Video Team, and the players and coaches to continue growing the game of Banana Ball and each team's presence on social media.

***The Marketing Coordinator will always be caring, different, enthusiastic, fun, growing, and hungry.***