

Social Media Manager

Organization: Cape Cod Baseball League (CCBL)

Position Type: Seasonal Leadership / Management

Compensation: Stipend position; amount based on experience

Timeline: Date of acceptance through September 1, 2027, with opportunity to extend through the calendar year

Location: Hybrid — remote work combined with on-site coverage at Cape Cod fields and stadiums

Reports to: Cape League Media Director

Job Overview

The **Social Media Manager** will lead the multi-platform digital presence of the premier collegiate summer baseball league for the **2027 season**. This leadership role is responsible for architecting and executing the league's overarching social media strategy to maximize brand awareness, audience engagement, and corporate partnership value across all channels.

The Manager will directly oversee and manage a dedicated content creation team consisting of **two (2) Social Media Interns** and **two (2) Graphic Design Interns**.

Additionally, the Manager will coordinate this team to work in lockstep with league **Photographers and Videographers** to ensure high-quality, real-time gameday coverage, cohesive visual branding, and seamless integration of corporate sponsor deliverables.

Key Responsibilities

Strategy & Platform Management

- **Own the digital blueprint:** Design and implement a comprehensive multi-platform content strategy for priority channels, including **Instagram, TikTok, and YouTube**.
- **Manage the master schedule:** Create and maintain the league's main social media editorial calendar, sequencing posts around gamedays, player features, and league milestones.
- **Maintain brand integrity:** Establish and enforce a consistent, professional, yet engaging voice and tone that honors the league's rich baseball tradition.

Sponsor & Corporate Partner Integration

- **Execute partner deliverables:** Serve as the primary digital execution point for corporate sponsorships, ensuring all contracted social media deliverables (e.g., sponsored stats, player of the week graphics, branded video segments) are posted accurately and on schedule.
- **Seamless content integration:** Strategically blend promotional partner requirements into organic league narratives, avoiding over-commercialization while maintaining high engagement for sponsor-backed content.

- **Campaign optimization:** Collaborate with the CCBL corporate partnerships team to brainstorm creative digital activations, brand takeovers, and giveaway campaigns for league sponsors.
- **Proof of performance:** Compile tracking metrics, screenshots, and specific analytics for partner-sponsored posts to build comprehensive post-season recap reports for corporate clients.

Team Leadership & Creative Direction

- **Direct the intern team:** Manage and schedule **two Social Media Interns** and **two Graphic Design Interns**. Assign daily tasks, set workflow deadlines, and oversee their creative output.
- **Cross-team collaboration:** Foster a highly collaborative environment where the Social Media and Graphic Design interns work in lockstep with league **Photographers and Videographers** to source high-resolution imagery and raw video footage for daily content.
- **Design oversight:** Partner with the Graphic Design interns to establish 2027 seasonal brand templates (gameday matchups, final scores, roster updates, milestones) that align with CCBL brand guidelines.
- **Quality Assurance (QA):** Review and approve all design layouts, copy, graphics, and video highlights before they are published to guarantee accurate baseball terminology, flawless grammar, correct sponsor tags/hashtags, and crisp visual formatting.
- **Run creative brainstorm:** Lead regular team meetings to pitch trending content ideas, capitalize on viral internet formats, and plan coverage for tentpole league events (e.g., All-Star Game, Playoffs).

Gameday Operations & Live Coverage

- **Coordinate league-wide coverage:** Plan staffing schedules to ensure the social, design, photo, and video assets effectively cover the league for every single gameday of the season.
- **Capture real-time moments:** Travel to various Cape Cod stadiums to capture high-impact, live multimedia content via phone or professional camera equipment when needed.

Analytics & Business Intelligence

- **Track KPIs:** Compile, organize, and interpret social media analytics to measure the reach, engagement, and efficacy of organic and sponsored campaigns.
- **Optimize and pivot:** Translate data insights into actionable strategies, altering the team's tactical approach to stay ahead of algorithm shifts and maximize audience growth.

Qualifications

- **Experience:** 2–4 years of demonstrated experience managing professional brand social media accounts, ideally within sports media (baseball), collegiate athletics (baseball), or professional sports (baseball). Experience dealing with sponsor activations or corporate clients is highly preferred.
- **Leadership Skills:** Proven ability to manage, schedule, and coordinate a collaborative, multi-disciplinary creative team or student intern cohort in a fast-paced environment.
- **Technical Proficiency:** Deep understanding of the Adobe Creative Cloud suite (Premiere, Photoshop, Illustrator, InDesign, etc.) and native mobile video editing tools.
- **Baseball Knowledge:** Deep familiarity with baseball rules, strategy, statistics, and terminology.
- **Communication:** Exceptional copywriting, editing, and proofreading skills with an uncompromising eye for detail and professional stakeholder communication.
- **Education Window:** Current student with a graduation date of **2027/2028** OR within one year post-graduation.
- **Logistics:** Must be available to live and work on Cape Cod or within a 20-mile radius throughout the duration of the season (**June to August 2027**). Must possess a valid driver's license and reliable transportation to travel between league stadiums.

Work Environment & Physical Demands

- Primarily works in fast-paced, outdoor stadium environments across Cape Cod.
- Requires the ability to stand, walk, and carry light production equipment for extended periods.
- Must be comfortable working non-traditional, irregular hours, including heavy volume on weekends and nights to match the gameday schedule.

To Apply

Applicants should email their resume, cover letter, links to a digital portfolio/relevant brand work, and two references to **internships@capecodbaseball.org**. Please include "[Your Name] – 2027 Social Media Manager Application" in the subject line.