

Shakopee Youth Baseball Association (SYBA)
Social Media & Communications Director – Job Description
(Two-Year Term)

Position Summary:

The Social Media & Communications Director is responsible for managing and enhancing the organization's presence across all social media platforms as well as managing and executing the organization's internal and external communications. This position promotes SYBA, its teams, and players, communicates important information, and fosters engagement as well as ensure timely, clear, and consistent messaging with families, partners, and the broader community.

Key Responsibilities:

Leadership & Governance

- Attend all Board meetings (at least once per month) to discuss, review, and vote on issues and concerns brought forth by the Board or other SYBA stakeholders.
- Participate as an active member on assigned Board committees, providing expertise and support as needed.

Social Media Management & Promotion

- Manage and update SYBA's accounts on various social media platforms (e.g., Facebook/META, X/Twitter, Instagram, etc.) to communicate relevant information and promote the organization.
- Develop and implement a social media strategy to increase engagement and visibility for SYBA, its teams, and players throughout the season and year.
- Collaborate directly with team managers from all SYBA leagues to gather updates, stories, and highlights to feature on social media.
- Create and share engaging content, including game highlights, player achievements, event promotions, and important announcements.

Communications & Public Relations

- Distribute relevant and, when necessary, time-sensitive information to SYBA participants and families using the organization's website communication tools, with a primary focus on email communications.
- Maintain and regularly update the SYBA website, including:
 - Posting acknowledgments and thank you messages to the community, sponsors, and donors.
 - Providing timely updates regarding upcoming events, activities, and important announcements.

Community & Stakeholder Engagement

- Send out thank you messages and recognition posts for SYBA partners, sponsors, and donors.

- Respond to questions and concerns from parents, coaches, and community members received via social media channels in a timely and professional manner.
- Foster a positive, inclusive, and respectful online community that reflects the values and mission of SYBA.

Event & Program Support

- Assist with the promotion and coverage of all SYBA-sponsored tournaments and events through social media channels.

Qualifications:

- Experience managing social media platforms for an organization or business preferred.
- Strong written communication, creativity, and interpersonal skills.
- Ability to collaborate effectively as part of a volunteer Board.
- Familiarity with youth sports and a commitment to the mission and values of SYBA.
- Excellent organizational skills and attention to detail.