

Media Manager Job Description for Patriot Basketball Club (PBC)

Description: The Media Manager at Patriot Basketball Club (PBC) develops and implements media strategies to boost the club's visibility and support its programs. This role covers content creation, media relations, and digital platforms to enhance PBC's impact.

Time Commitment:

- **Weekly:** 3-5 hours, with extra hours during major events or campaigns.
- **Seasonal:** Increased availability during peak seasons like tournaments and fundraising events.

Skills Required:

- **Content Creation:** Expertise in producing engaging multimedia content (videos, photos, graphics) that aligns with PBC's brand.
- **Social Media Management:** Experience with managing social media accounts and campaigns.
- **Website Management:** Knowledge of website updates and analytics.
- **Event Promotion:** Ability to develop media strategies and create promotional materials.

Key Responsibilities:

- **Content Creation and Management:** Curate and create content for PBC's digital platforms, ensuring alignment with the brand.
 - Develop and curate engaging content for the organization's digital platforms, including the website, social media, newsletters, and blogs.
 - Produce multimedia content such as videos, photos, and graphics to highlight programs, events, and success stories.
- **Social Media Management:** Oversee PBC's social media, engage with followers, and execute campaigns.
 - Manage the organization's social media accounts, including posting regular updates, responding to comments and messages, and engaging with followers.
 - Develop and execute social media campaigns to promote events, programs, and fundraising efforts.

- **Website Management:** Ensure the website is up-to-date and user-friendly, and analyze performance.
 - Oversee the organization's website, ensuring it is up-to-date, user-friendly, and visually appealing.
 - Collaborate with web developers and designers to implement updates and improvements.
- **Event Promotion:** Develop strategies and materials to promote PBC events and collaborate with event planners.
 - Create promotional materials such as flyers, posters, and online advertisements.
 - Coordinate with event planners and other staff to ensure cohesive promotion across all media channels.

Importance in Patriot Basketball Club: The Media Manager plays a key role in enhancing PBC's public image and community engagement, attracting participants, supporters, and donors, and supporting the club's mission and growth.