

Working at BaseballSoftballUK

ROLE PACK

HEAD OF COMMERCIAL AND MARKETING

APRIL 2024



INTRODUCTION

WORKING AT BASEBALLSOFTBALLUK

BaseballSoftballUK (BSUK) is seeking to appoint a Head of Commercial and Marketing. The Head of Commercial and Marketing is a key leadership role responsible for the commercial success and brand visibility of the organisation. This position requires a dynamic and strategic professional with a track record in commercial development, marketing, and brand management.

Since 2000, BSUK has provided services to the sports' governing bodies with the aim of developing and increasing levels of participation, skill and achievement in UK baseball and softball. Established as a not-for-profit organisation, BSUK is committed to developing the reach and participation levels in baseball and softball.

There are currently around 20,000 participants playing organised baseball/softball in a thousand teams each year. The playing population is well represented by children, undergraduates, businesses, women and the LGBTQ+ community.

In August 2020, we launched a new four-year rolling strategy titled "Two Sports, One Ambition". The strategy identified four key priorities – increasing participation, developing talent, supporting the grassroots and improving the financial sustainability of the sports and of the organisation. Our ambition is for baseball/softball is to be played in more places, by more people.

When you join BSUK, it is not just another job. You will work in a progressive development and performance agency, looking to make lasting and meaningful impact on people's lives through baseball and softball. We pride ourselves on being outspoken in our words and deeds on the place of women and girls in sport and the importance of proactive LGBTQ+ initiatives. We seek out opportunities to work in ethnically diverse communities and to introduce our sport to people who have disabilities.

BSUK employs a dynamic, skilled, and nimble team able to deliver to the needs of the two Federations and wider community. Staff cover a wide range of work areas, including Performance, Development, Operations, Finance, and Governance. The full-time and part-time staff are supported by a national team of freelancers and volunteers.

Why work for BSUK?

1. It is rewarding

A desire to build a brighter future for our sports is shared between all involved – from the board of directors to the staff and national volunteers – all working towards a common vision. There is a great deal of potential within the sports that we are all working to realise.

2. It is a great time to be involved with the sports

Baseball and softball are booming – with the number of participants having nearly tripled in the last decade. This is an exciting time to be employed in the sports thanks to funding partnerships with Sport England, UK Sport, Major League Baseball and the Mayor of London's Office, an opportunity for the national teams to qualify for the Olympics in 2028 and Major League Baseball events coming here.

3. Never a dull moment

The role is varied – no two days will be the same. There's scope to develop the role and help the organisation reach the next level.

4. Build your network

You will be working with a wide range of companies, meeting new people and exploring new opportunities.

5. Flexible working policy

We operate a progressive Flexible Working Policy.

You can learn more about us [here](#).

JOB DESCRIPTION

HEAD OF COMMERCIAL AND MARKETING

JOB TITLE: Head of Commercial and Marketing

REPORTS TO: Chief Executive Officer

CONTRACT: Part Time (.3 FTE)

TERM: The role is integral to the organisation's sustainability as it relies on the effective generation of revenues to both sustain itself and actively contribute to the broader business objectives.

LOCATION: TBD (see below on this)

PAY BAND: £39,534 – £46,831

APPLICATION DEADLINE: Application closes at 11:59pm on Tuesday 7 May 2024

Role Summary

The Head of Commercial and Marketing is a key leadership role responsible for the commercial success and brand visibility of the organisation.

This position requires a dynamic and strategic professional with a track record in commercial development, marketing, and brand management.

The successful candidate will lead the development and execution of commercial strategies, ensuring revenue growth, effective marketing campaigns, and the enhancement of the organisation's overall brand presence.

Key Relationships

The postholder will be expected to support the management of mutually beneficial commercial and marketing strategies with the National Governing Bodies: the British Softball Federation, the British Baseball Federation; with partners including UK Sport, Sport England, Major League Baseball, the British Olympic Association, the Mayor of London's Office; and with the Board, Senior Leadership Team and wider staff.

The Benefits

- Competitive salary
- Great holiday and flexi days allowance
- Strong Flexible Working Policy (helping to balance some out-of-hours working)
- Resilience-focused culture, placing your personal wellbeing first
- Pension plan
- Home working financial allowances.
- Regular staff training and CPD opportunities.
- and much more of the sorts of things you'd expect from working in a sports organisation



RESPONSIBILITIES

HEAD OF COMMERCIAL AND MARKETING

Key Responsibilities

1. Commercial Strategy:

- Develop and implement comprehensive commercial strategies to drive revenue growth and achieve financial targets.
- Identify and capitalise on new business opportunities, partnerships, and revenue streams.

2. Marketing and Brand Management:

- Lead the development and execution of the organisation's marketing plans and campaigns.
- Manage and enhance the overall brand image and visibility, ensuring consistency across all channels.

3. Sponsorship and Partnership Development:

- Build and maintain relationships with sponsors, partners, and key stakeholders to secure strategic commercial collaborations.
- Negotiate and finalise sponsorship agreements, ensuring mutual benefit and brand alignment.

4. Market Research and Analysis:

- Conduct market research to identify trends, competitor activities, and consumer preferences.
- Utilise data and insights to inform commercial and marketing strategies.

5. Digital Marketing and Social Media:

- Oversee digital marketing initiatives and social media presence to enhance brand engagement and reach.
- Implement innovative digital marketing campaigns to target key demographics.

Additional Responsibilities as a Member of Staff

As a member of the staff team, the role will be expected to be prepared to contribute across a wide range of activities, accepting collective and individual responsibility, where needed and necessary. At times, this may include becoming involved with regional work, directly delivering development or sports activities or working upwards to shape the strategic direction of the organisation. All staff are expected to be organised and administratively sound, assisting others where necessary.

The activity that a staff member could become involved in includes:

- Setting strategic direction for the development of baseball and softball;
- Identifying initiatives and overseeing strategic planning and implementation;
- Raising public awareness of sporting opportunities and promoting participation in baseball and softball;
- Evaluating and monitoring activities and projects using performance indicators, including maintaining records and producing written reports;
- Attending local, regional and national meetings, seminars and conferences;
- Liaising with clubs and leagues to develop best practice in a range of areas;
- Managing resources and a budget and identifying potential opportunities for external funding;
- Maintaining links with county, regional and national sporting representatives;
- Working within specific guidelines, e.g. equal opportunities, health and safety, child protection;
- Providing technical and general articles for BSUK media as requested;
- Incorporating Equity and Child Protection into development delivery and ensuring relevant actions and targets are met;
- Offering event organisation, coaching, organisation and administration support across the organisation and the sports when appropriate and / or needed.

Job descriptions cannot be exhaustive and the post-holder may be required to undertake other duties broadly in line with the above key responsibilities.

ROLE REQUIREMENTS

HEAD OF COMMERCIAL AND MARKETING

	Essential	Desirable
Experience		
An extensive and successful track record in managing and developing high quality partnerships on behalf of a sports or entertainment rights holder.	✓	
Demonstrable success developing and executing marketing strategies.	✓	
Strong leadership skills with a track record of managing and motivating high-performing teams.	✓	
Ability to inspire creativity and innovation within the organisation.	✓	
Demonstrated experience in building and maintaining successful partnerships with sponsors, stakeholders, and external collaborators.	✓	
Experience in developing and executing commercial and marketing strategies on an international scale.		✓
Advanced knowledge of digital marketing tools, platforms, and trends.		✓
Knowledge		
Solid understanding of brand management principles and experience in maintaining a consistent brand image across various platforms.	✓	
Excellent technical knowledge of the partnerships and licensing space as well as emerging trends.	✓	
Skills		
An ability to manage and build strong relationships with Heads of and Director level executives.	✓	
A strong marketing mindset that understands the challenges of our partners and can clearly demonstrate how baseball/softball can help provide solutions.	✓	
An ability to help unearth new commercial opportunities and support with structuring rights proposals that drive maximum value.	✓	
Excellent communication, negotiation and decision-making skills. Problem solver, making good decisions with a 'can do' attitude.	✓	
Ability to work flexibly, under pressure, adapting to changing situations.	✓	
A creative thinker with the tenacity and confidence to see things through to implementation and completion.	✓	

ROLE REQUIREMENTS CONT.

HEAD OF COMMERCIAL AND MARKETING

Ability to bring innovative and creative ideas to commercial and marketing strategies.	✓
Excellent networking skills to foster positive relationships with key stakeholders and industry influencers.	✓
Other	
A leader who can effectively develop other people's areas of work.	✓
A team player, who can work well as a member of the staff team.	✓
Organised and delivery focused – able to deliver against targets, based on a sound prioritisation of time and resource, with a heavy workload.	✓
Honesty and diplomacy in working with others. Reliable and accountable.	✓
A motivator of others.	✓
Modern, enlightened and embracing of diversity.	✓
Willingness and ability to work a flexible working week including unsociable hours (evenings and some weekends)	✓
Genuine passion for sports and a commitment to the positive impact of sports development on individuals and communities.	✓



HOW TO APPLY

Applications should be made online by clicking [here](#).

You will be asked to provide information about your background and education as well as providing us with a personal statement that reflects the job description and person specification.

For more information, please contact erica.barrett@bsuk.com

Interviews are scheduled to take place the following week and/or on a rolling basis as suitable applications are received. Feedback will be provided to candidates who are invited to interview and are unsuccessful.



Baseball • Softball  **UK**

www.baseballsoftballuk.com