



Bay Area Women's Sports Initiative (BAWSI)
Marketing and Communications Lead

We seek an energetic, motivated, goal and detail-oriented individual to contribute to the future for our growing organization. This position will work directly with the BAWSI Team to grow our revenue and expand the base of dedicated BAWSI supporters.

BAWSI is a nonprofit organization based in San Jose, CA. Founded in 2005 by Olympic and World Cup soccer champions Brandi Chastain and Julie Foudy, and women's sports executive, Marlene Bjornsrud, BAWSI mobilizes the women's sports community to engage, inspire, and empower girls in under-resourced neighborhoods and children with disabilities. More at www.bawsi.org.

Our Programs

- **BAWSI Girls** is a free after-school sports and leadership program for girls* in under-resourced communities. Our award-winning program harnesses the power of sport as a tool for leadership development and levels the playing field for girls with the least access to sport.
- **BAWSI Rollers** provides fun, adaptive physical activities for girls and boys with physical, cognitive and hearing disabilities. Weekly sessions include activities that develop coordination, strength, confidence, and independence, and are focused on goal-setting, teamwork, self-respect, responsibility, and leadership.
- **BAWSI Leadership Accelerator** expands our programming to middle school and high school girls with a focus on sports participation, leadership, and career exposure.

Responsibilities

The candidate will be responsible for supporting the BAWSI mission and strategic build-out by generating quality content to create excitement and build lasting support for BAWSI's impact while building a strong portfolio of varied media. The position combines duties for traditional marketing, social media, grant writing, research, and public relations.

Marketing

- Brainstorm and execute marketing and brand visibility strategies and create collateral (i.e., print materials, videos, blogs, & website)
- Create and define annual marketing plans supporting BAWSI strategic and operational plan
- Website design & updates
- Schedule site-specific story collection and photo/video shoots from programs and networks
- Manage projects from concept to design (e.g., Canva, video editing & print design)
- Create, identify objectives and measures for communications; update and enhance publications intended for various audiences
- Create
 - content and publish e-mail marketing to grow the BAWSI brand



- event management pages and communication through Constant Contact
- specialized support materials for marketing campaigns
- style guidelines, meet guidelines, and implement current guidelines
- static and dynamic website content/copy

Social Media

- Maintain and grow social media platforms (i.e., followers, engagement) and calendars
- Use existing assets to create evergreen content for social media / web stories and posts
- Track and report social media / web / outreach metrics using various analytics tools
- Create content for BAWSI media, including written blog content, tweets, posts & videos

Development Support

- Participate in and support select Development work to complement grant positioning and BAWSI branding

Public Relations

- Create and maintain press kit on website; manage media inquiries; draft press releases
- Plan and execute media opportunities with outlets (e.g. op-eds) and maintain relationships
- Support BAWSI as a thought leader, participate in events, and align messaging with partners

Required Qualifications

- Bachelor's degree from an accredited college / university
- 2+ years of marketing and/or communications experience; entry-level marketing experience with a minimum of 2-4 years in coordinating marketing and/or advertising campaigns
- Proven results in contributing to and implementing marketing and/or communications plans including in social media platforms and analytics technologies with diverse audiences
- Detail-oriented and experience with organizing project plans, creating presentations, and collateral; knowledge of market research, analyzing data, and sustainability
- Ability to manage simultaneous, multiple projects, establishing priorities and meeting deadlines with strong organizational and project management skills
- Excellent verbal and written skills, including design, creation and proofing of materials
- Demonstrated interest and/or involvement in youth sports, Title IX sports equity, children's health, and/or children with disabilities; BAWSI has a preference for candidates with an active interest in, commitment to serving, or similar lived experience to our BAWSI participants
- Strong interpersonal skills with people at all levels, and in all settings; ability to relate to a highly diverse environment including donors, Board of Directors, staff, and community
- Demonstrated success working in multi-cultural teams and a diverse constituency and ability to cultivate collaborative relationships with internal staff and external constituents



- Knowledge of computer- and internet-based programs for communication and record-keeping

Preferred Qualifications

- Experience engaging women's collegiate sports or related sport / activity fields
- Spanish fluency

Compensation and Benefits

BAWSI is committed to fair and equitable compensation practices and strives to provide employees with total compensation packages that are market competitive. For this role, the anticipated base pay range is \$65,000 to \$75,000 annually. The exact base pay offered will depend on various factors, including but not limited to the candidate's experience, qualifications, skills, and geography. Benefits include medical and dental insurance; simple IRA matching contribution up to 3% of salary; a generous PTO and holiday package. Submit Resume and Cover Letter to apply@bawsi.org. Please direct questions and requests to apply@bawsi.org.

BAWSI is an equal opportunity employer to all regardless of race, color, national origin, ancestry, sex, marital status, disability, religious or political affiliation, actual or perceived gender identity, age, or sexual-orientation. BAWSI is committed to providing our staff and the children we serve with a safe work environment and supporting collective health. As such, BAWSI requires confidential proof of completed COVID-19 vaccination, including eligible booster(s) for all employees (with the exception of reasonable accommodations due to medical or religious beliefs). *"Girls" refers to gender-expansive youth (cis girls, trans girls, non-binary youth, gender non-conforming youth, gender queer youth and any girl-identified youth).