Are you passionate about basketball and skilled in marketing / communication / business / sponsorships? The Basketball Association of Singapore is seeking a like-minded team member to join us in a dynamic team.

**Job Title: Marcomm & PR Manager / Senior Executive**

**Reports to: Chief Executive Officer**

**Job Role:**

The Marcomm & PR Manager / Senior Executive is responsible for implementing strategies to increase media outreach, viewership and sponsorships for the Basketball Association of Singapore (BAS). Engage stakeholders through all media channels; promote all BAS activities through various media platforms for all BAS endorsed events and activities. The Marcomm & PR Manager will work with the CEO, Board and Board Committees’ members to deliver any assigned duties smoothly.

**Job Description:**

1. **Marketing Communication Public Relations and Sponsorship**

* Develop a structured and insightful sponsorship and marketing plan and ensure BAS brand is properly elevated at all times; Tasks include writing sponsorship agreement, presenting sponsorship & marketing plan, strategize to strengthen the BAS brand publicly.
* Manage public relationships through all media platforms to increase the publicity and enhancing BAS’s profile; Tasks include media content creation, marketing campaigns, review comments, manage public relation, writing media releases, press conferences.
* Copywriting to create marketing materials for illustrations, outreach and advertising purposes. Required skillsets include: basic Photoshop and Illustrator or equivalent, branding, advertising, design and typography.
* Implement strategic plans to increase sponsorships, donations, viewership and strengthen partnerships; Tasks include stakeholders management, fans engagement, reporting of achievements regularly internally and externally.
* Budgeting and approvals seeking for all expenditures. Required capabilities include understanding of corporate financial regulations and abide by procurement processes.
* Keep track of all sponsorships and partnerships agreements attained and maintain good database management. Ensure both sponsors and BAS fulfil the respective agreed upon deliverables amiably.

1. **Any other duties**

* Assist with events planning, coordination, and execution. Be present to ensure events and courses run successfully.
* Ensure that BAS and sponsors’ publicity opportunities are optimized appropriately at all times.
* Working alongside various committees, colleagues, and other counterparts on campaigns and projects.
* Ensure Team Singapore athletes’ daily training environment and benefits can be well taken care of through various sponsorships (cash or value-in-kind or product or services) and donations.
* Invite Guest of Honour for events, address the necessary needs and prepare admin brief if required.
* One Team Singapore Fund raising – Donation Drive.

1. **General**

* Attend all meetings and prepare meeting minutes if required
* Any other task and duties assigned by Chief Executive Officer / Board

**Job Specification:**

Qualification: Preferably a Diploma, University Degree in Marketing / Mass Communication / Business / Sports Management / or its equivalent with relevant working experiences.

Experience: Experience in developing marketing campaigns. Tech-savvy; Strong social and digital marketing experience working with marketing analytics, deriving actionable insights, and applying learnings. Strong business mind-set with revenue generation ideas;

Skills & Knowledge: Excellent communication (both written and spoken) and public relations skills, strong negotiation skills. Meticulous and attention to details; Experiences with closing significant sponsorships deals would have advantage.

Personal Qualities: Display positive attitude; Pro-active; Self-Driven; Can-Do spirit; Passionate; Ability to work harmoniously in a team; Responsible.

*This job description is not to be regarded as exclusive or exhaustive. It is an outline indication of the areas of responsibilities & relevant activities that the incumbent would be engaged in, and may be amended from time to time to align with the changing needs of BAS.*

If you are ready to be part of a vibrant and dynamic team that promotes the growth of basketball in Singapore, we want to hear from you! Send your resume and a cover letter detailing your relevant experience and passion for basketball to [Leon\_Neo@bas.org.sg](mailto:Leon_Neo@bas.org.sg) now! You will be invited to an interview if you are shortlisted. Join us in making a difference in the basketball community!

Please send in your CV **by Friday, 2 Feb 2024**. Thank you!