



## Marketing Director

All-Star Baseball Academy (ASBA) is currently accepting resumes for a full-time Marketing Director at our corporate office.

Founded in 1998, All-Star Baseball Academy is a well-respected, national leader in the baseball training field, with a focus on mentoring young players and emphasizing the benefits of hard work, commitment, and excellent training routines. ASBA offers both individual and team training at all of our locations for players 5 to 18 years of age.

ASBA has grown from a single location to five locations in Chester, Delaware and Bucks counties of PA, as well as Cherry Hill, NJ. As a result of our expansion and continued success, ASBA is seeking focused candidates who are driven to succeed in a team-oriented environment.

### Responsibilities:

- Collaborate with senior management to improve established relationships and customer service.
- Gain exposure, identify opportunities and build relationships to assist with the growth of ASBA
- Consult with senior management and sales manager to develop and implement promotional plans.
- Plan, create, and produce marketing, advertising, and sales promotion materials to implement marketing strategies and sales objectives.
- Produce informational material for the sales force and for communications media to reach maximum number of customers and prospects.
- Develop website content and maintain website.
- Evaluate and modify current promotion and advertising programs.
- Develop projects related to recruiting new customers.
- Develop skills for public speaking, presentation skills, and closing techniques of sales force.
- Participate in market research and new project implementation up to and including brand management, social media, and public relations

### Education and/or Experience:

- Bachelor's degree and three years of experience.

### Compensation:

- Competitive salary, Health and Dental Benefits, 401k

To apply, please email your resume and cover letter to [resume@allstarbaseballacademy.com](mailto:resume@allstarbaseballacademy.com)