



## REQUEST FOR PROPOSAL

### Public Relations Professional

Summary: The Cape Cod Baseball League seeks a public relations professional to help promote regional and national interest in Cape Cod baseball.

Organization Profile: The Cape Cod Baseball League (“CCBL”) is the premier collegiate summer baseball league in the nation, officially formed in 1923, but with roots dating back to 1885. The CCBL is a non-profit 501(c)(3) organization, located in Cape Cod, Massachusetts. Players from across the United States representing all NCAA college divisions compete in the ten-team league. The CCBL season stretches from June until mid-August and includes an action-packed postseason. There are annually more than 350 CCBL alumni playing Major League Baseball and more than 1,600 all-time.

Purpose: We seek to identify the appropriate professional to support the CCBL’s strategic communications, media relations, content creation, and public relations priorities. Desired outcomes would include, but not be limited to, a plan for enhancing the CCBL’s reputation and expanding league-wide PR initiatives; facilitating greater cooperation among the member franchises; and increasing national interest and media coverage of Cape Cod baseball.

Project Brief: The CCBL seeks to develop a greater national/global presence in the fast-growing sports/media marketplace. To that end, the CCBL seeks a public relations professional that can:

- Tell the remarkable story of the CCBL’s marketing and strategies, programs, teams, players, successes, and opportunities to both regional and national media;
- Elevate awareness, understanding, and support of the CCBL with the public;
- Build engagement, trust, and advocacy through strategic communications;
- Enhance the CCBL’s credibility with community organizations and partners;
- Identify industry trends to help shape messaging; and
- Work with CCBL staff and franchises to improve ground-level public relations efforts.

Scope of Work: The public relations professional will be expected to provide the following:

- Media and public relations services;
- Crisis communication support;
- Manage execution of communications plans, including proactive and reactive media relations;
- Advising with respect to the CCBL’s website and social media channels;
- Create and execute a comprehensive PR plan for 2024, including the creation of a new press kit;
- Cultivate and maintain collaborative relationships with key media, internal and external stakeholders, and partners, and CCBL teams;

- Prepare and execute PR content and activities, including press releases and other media materials, press events, media pitches, media requests, organizational statements, coordinating interviews, and facilitating videos with teams and players;
- Media train and prep league officials for interviews, as well as guide teams on media relations best practices;
- Work with CCBL leadership, photographers, and art designers to advise on the creation of relevant editorial and advertising content;
- Liaise with Corporate Development staff to execute, promote and publicize sponsorship related activities and collaborate on creation of new campaigns;
- Advise CCBL media interns and volunteers whose day-to-day responsibilities focus on media relations, marketing, content creation, and social media;
- Create media coverage reports for key announcements and events;
- Lead on-site PR support at CCBL events including but not limited to the All-Star Game and the CCBL Hall of Fame ceremony held annually;
- Oversee the creation of the CCBL Magazine (three editions) and monthly e-newsletter;
- Create and maintain media/press contact database.

#### Project Goals:

- Measurable improvement in regional and national earned media coverage;
- Measurable increase in social media engagement across all League social media channels;
- Grow the familiarity of the Cape Cod Baseball League brand among consumers and key audiences;
- Grow Recognition of the Cape Cod Baseball League and Cape Cod as a summer tourist destination; and
- Enhance Reputation of the Cape Cod Baseball League as the premier collegiate summer baseball league in the United States.

#### Qualifications:

- Bachelor's Degree with emphasis in communications, marketing, journalism, sports media or related.
- Minimum 3+ years working in the sports industry in PR, communications, brand marketing, media relations, or related fields.
- Experience with social media and/or content creation.
- Expert knowledge in all relevant social media platforms including Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.
- Strong working knowledge or experience with Adobe Creative Suite or similar digital, video, and audio software.
- Strong communication and interpersonal skills a must.
- A self-starter with the ability to work independently as well as part of a team.
- Minimum 1+ years managing a team.
- Excellent knowledge of Google Analytics and reporting on social initiatives.
- Excellent oral and written communication skills.
- Strong strategic thinker.
- Ability to travel.

- LLC and proof of insurance

Proposal Guidelines:

All proposals must include, at minimum, the following:

Letter or other document expressing interest

- Resume
- Portfolio displaying relevant experience
- 800 – 1000 word outline of how you would approach the role, including but not limited to what you see as priorities, opportunities, the steps you would take, timelines you would follow, and any other information you feel is important to show your proposed approach.
- Date of first availability
- Anticipated timelines
- Proposed compensation

Selection Criteria:

- Expertise in the field of public relations
- Expertise in sports, entertainment, and/or related field
- Expertise in content creation
- Quality of past PR campaigns, including but not limited to social media campaigns
- Quality of submitted materials
- Range of services
- Cost

RFP Deadline:

All required submissions shall be delivered to the person below on or before 4:00 PM, March 29, 2024

Contact:

Andrew Lang, President, Cape Cod Baseball League, Inc.  
alang@capecodbaseball.org