

UPWARD SPORTS
Position Description/Expectations

JOB TITLE: Upward Basketball Program Specialist

DEPARTMENT: Ministry Development

STATUS: Exempt

NEW: 2/17/10

SUMMARY OF POSITION

This person will oversee and provide program expertise as they facilitate all internal functions that influence the Upward Basketball Program through the marketing, sales, training, product, service, and development for the program. This person will also be the expert trainer and act as a spokesperson externally to current and future Upward churches, and build and maintain a network and presence in the basketball sport community.

PRINCIPLE REQUIREMENTS

1. This position requires responsibility and ownership of actions. Someone who has stable values that include honesty and loyalty.
 - a. Works hard and accomplish tasks without needing to be pushed.
 - b. Has the ability to work with a team of peers at the Upward office and at training sessions. Needs to make sound decisions.
 - c. Uses tact when working with other departments and fellow employees.
2. This position requires the ability to make things happen by turning thoughts into actions.
 - a. Can monitor the program and find ways to improve each facet of the sport.
 - b. Can quickly turn ideas into reality.
 - c. Act as a leader within the organization
 - d. Be an expert with respect to competition
3. This position requires a person who possesses a strong desire to learn information and receive input from others.
 - a. Will work with six different departments and many different employees while developing Upward Basketball.
 - b. Will assist other departments by equipping them with the program knowledge and expertise necessary to carry out their part in the organization
4. This position requires the ability to focus and take direction, follow through as they make the corrections necessary to stay on track.
 - a. Important to work with the Director to prioritize and then act.
 - b. Can keep focused on many different activities at one time.
5. This position requires communication. Someone who can put thoughts into words and communicate well through presentations.

- a. Presenting Upward material in front of attendees at Leadership Training Sessions across the country as the ministry is taught.
- b. Possesses the ability to hold the attention of audience while presenting.
- c. Able to teach from pre-set presentations in a well paced manner.
- d. Able to put thoughts into basic written form to be edited for display on paper and web.

Basketball Program Specialist Responsibilities:

- Sport Development
 - Continued learning in the sport to build current expertise
 - Understand and create a progressive sports experience
 - Develop practice time procedures and plans for coaches
 - Develop game time procedures, plans, and actions
 - Create tools and plans to assist the coaches in teaching the sport
 - Assist the league director with instruction and tools
 - Provide sport/program expertise/direction to other company initiatives
- Product Development
 - Monitor the program margin and product cost
 - Assist in determining the product offering of the program
 - Coordinate the production of products to be used by the:
 - League director
 - Coach
 - Referee
 - Player (uniform, practice cards, etc)
- Training
 - Direct the production of videos that teach/instruct
 - Produce web content that teaches/instructs
 - Responsible to train church partners face-to-face at live events
 - Oversee internal training of program
- Market Research
 - Monitor current trends in the basketball sports market
 - Based on the sport trends, propose the Upward Basketball direction
 - Understand current Upward Basketball Programs:
 - Desires
 - Quality
 - Strengths/weaknesses
 - Monitor Upward Compliance
 - Monitor competing basketball programs
- Marketing
 - Research geographical areas to market our program
 - Assist in determining the best way to market our basketball program
 - Support development of the core messaging/positioning for the program
 - Attend sport conferences to provide an Upward presence
- Sales
 - Identify growth areas

- Assist in building sales method
 - Monitor player participation numbers weekly
 - Support development of sales tools and collateral
- Vital Signs
 - Monitor player averages
 - Monitor program retention rates
 - Monitor number of churches who bail
 - Deliver a monthly report for each of these. Weekly during the peak season.

EXPERIENCE REQUIRED

- Excellent communication skills.
- Basketball experience as a coach or player on the collegiate level
- Background in business at a high level (manager)
- Computer Skills in the Microsoft Office programs

EXPERIENCE PREFERRED

ADDITIONAL EXPECTATIONS & STANDARDS

- This individual will work closely with the all departments within the organization to provide consistency for all Upward Basketball activity.
- This position will require domestic travel.
- Other duties as required.
- Above all else, this individual must have and maintain a high ethical behavior.

ACCOUNTABILITY

- Timely and satisfactory execution and completion of principle responsibilities listed within this job description.

To learn more about Upward Sports and to apply for the position,

Go to <http://www.upward.org/Site-MyUpwardorg/about.aspx?id=4046>