About Grand Slam Baseball
Founded last year by Northeastern co-op student Jackson Golden and passionate colleagues at NU and in India, Grand Slam Baseball seeks to establish a national baseball organization to create meaningful work and play opportunities for young Indian athletes.

In our first year we attracted a great deal of attention from Indian and international news agencies, and the demand for baseball in urban schools has skyrocketed in just a few months. The release this summer of Disney’s “Million Dollar Arm” about Indian baseball and the excitement surrounding the wide range of sports and entertainment entering India makes this an ideal time to cultivate the game and build a sustainable long-term infrastructure for the sport and future organizing at the amateur & professional level.

After a successful campaign during my (Jackson’s) last co-op, we’re looking for a group of talented students to join us in Delhi as we expand our programs and brand visibility. While certain majors may be better prepared to handle operating in an international startup environment, the position is open to all students and I encourage you to apply if you believe you can contribute to a small but dynamic team in an exciting, fast-paced atmosphere.

Learn more about Grand Slam Baseball at our website grandslambaseball.in and facebook.com/indiabaseball

Summary of Plans:
I’m a Northeastern Senior Anthropology student who started this co-op after having spent most of my life living as an American in New Delhi and playing baseball. We’ve grown to new heights in the last year while developing this quickly growing sport. With our Little League going strong in Delhi and a tour on the horizon, I’m excited to bring talented NU students to India to help grow the game!

Want to travel across India while building a strong set of business and interpersonal skills in a fast-paced startup environment? Grand Slam Baseball is the co-op you’ve been looking for!

- We’re searching for creative, charismatic and entrepreneurial students to join us on our quest to establish baseball & softball programs in Indian schools and communities while building a national organization for the game and its fans.

Highlights of needs/potential job duties:
- If you consider yourself a Jack of all trades and like facing new challenges at work every day, we want to hear from you.
- We need self-motivated team members with strong time management skills to put together the many programs and marketing campaigns we employ to grow baseball in India.
- The work changes often and is a lot of fun whether you’re a baseball fan or not, but it requires attention to detail and good communication among the team to deliver quality athletic experiences to the Indian public.
Upcoming goals we hopes co-ops can help us reach:

This spring we’re planning:

- on expanding programs in Delhi and Mumbai
- a tour to build demand for baseball across the country
- pursuing funding through Kickstarter
- to add to our growing network of local and international businesses committed to helping us unearth India’s enormous athletic potential
- We’re also putting together a documentary and short films to chronicle the rise of baseball in India and show the world what sports can do to forge strong cultural bonds.

Compensation/Housing/Logistics:

Co-ops will live together in the heart of Delhi among the many schools, embassies and communities we’re engaging with to grow baseball. The company will organize and subsidize your housing, transportation (within India), and other means to help you get settled. All students looking for an adventure should read further. Join us for a life-changing, rewarding experience!

Key Responsibilities

While co-ops should expect the chance to work on all sides of the business while we grow baseball, there are a few roles we need to fill to work effectively.

All Co-ops will:

- Contribute to fulfilling existing and planning new programs and campaigns to grow the game.
- Get to play & coach baseball and softball frequently!
- Engage with a wide audience comprised of many age groups, languages and cultures
- Work with program directors to connect with other schools and companies to create events
- Play a part in the formation of our companies in the US and India

Media Co-op:

- Create content for marketing materials, videos and photos
- Record and edit video and photos; create highlight reels, short films, web content and even a documentary
- Design new logos and materials for events, teams and projects as we expand our reach
- Encourage content creation from fans and supporters (logo creation contests, photo contests and other promotions)
- Handle social media and website presence by maintaining photo, video and text content.

Marketing Co-op:

- Maintain existing and plans new marketing campaigns to advertise programs and events
- Establish relationships with news and media agencies to increase exposure and reach
- Organize media buying and work with Finance co-op on marketing budget
- Collect data from existing and prospective players and supporters to improve programs and offer new ways to participate
- Work with schools and local companies to organize events
- Build Kickstarter campaign for crowdfunding

Finance Co-op:

- Manage budget for company and programs
• Work with team to devise cost-effective strategies to grow the game
• Identify and pursue sponsors through traditional means and crowdfunding
• Work with marketing and media co-ops to maximize enrolment and revenue
• Collaborate with legal team to form local and international trademarks and companies for the national baseball organization
• Help strategy co-op offer sustainable scholarships to low-income groups to boost interest in baseball

Strategy Co-op:
• Work with other co-ops to best employ marketing material and manpower to schools, camps and tournaments
• Maintain relationship with expat and local baseball groups; continue programming friendly baseball events
• Organize Grand Slam Baseball Ambassadors program to boost involvement among youth volunteers
• Build relationships with local schools and new cities to broaden our programs
• Arrange fundraisers at live events and online through Kickstarter

Minimum Requirements
It’s often said that if you can work in India, you can work anywhere! With that in mind, it’s important to prepare for a different social and professional culture and feel confident in your ability to adapt.

In order to thrive in this co-op, all Co-ops will need to possess:
• An open mind to different cultures, traditions, languages and beliefs as we build cultural bonds through baseball
• Strong interpersonal & language skills over phone, email and in-person
• Time management and self-motivation skills to keep projects on-time and high quality
• Confident Microsoft Office skills (Word, Excel, PowerPoint, Publisher)
• Organizational habits (maintaining a calendar, agenda, to-do list or other means of staying organized)
• A basic understanding of baseball and softball
• The ability to travel to and stay in India for up to 6 months
• The ability to adapt and thrive in a different country and culture

Specific Media Co-op requirements:
• Graphic design skills with Illustrator, Photoshop, Publisher and other platforms
• Familiarity with web design and social networking
• Video and photo recording skills to effectively capture events and behind the scenes work
• Video and photo editing skills to create polished content for advertisements, highlight reels, short videos and a documentary
• A computer /laptop capable of handling graphic design and media tasks

Specific Marketing Co-op requirements:
• Marketing background and skills to create strategies for building the brand
• Familiarity with multiple media platforms
• Sensitivity to culture while creating campaigns

Specific Finance Co-op requirements:
• Familiarity with book keeping software and other financial programs
• Ability to organize budgets and manage accounts
Specific Strategy Co-op requirements:
- Event planning and operation skills
- Networking and team building skills when dealing with schools, companies and players
- Web campaign skills for the Kickstarter and other projects

Recommended Experience
These skills and experiences aren’t required, but will help you adjust to start-up life in India!
- Teaching/ Tutoring
- Coaching or playing organized sports
- Event planning
- Multilingual skills (We can help with free Hindi lessons!)
- Travel or Third Culture Kid background
- Experience in South Asia

Disclaimer about Compensation/Housing, supervision, etc.:
- This position is unpaid, but students are encouraged to apply for the Presidential Global Scholarship through Northeastern to receive up to $6000 in aid.
- Housing, transportation and food costs will be subsidized by Grand Slam Baseball.
- The founder, Jackson Golden will be with all co-ops in India; there will also be a supervisory team to help with managing co-ops