



Position Title: Hitting Rep

Reports to: Manager of Hitting

About Axe Bat:

Our mission at Axe Bat is to create the world's best bat for your swing. For us, that starts with designing the perfect handle. Unlike the traditional round knob, our patented Axe Handle is engineered to support the biomechanics of your swing, so you get more speed, control, and comfort – and a closer connection to your performance.

Our full line of alloy, composite, and wood bats are approved for play at all levels and our pro advisors include All-Stars Mookie Betts and George Springer, and All-Americans Ali Aguilar and Danielle Lawrie. Axe Bat operates as a division of Baden Sports, an independent, family-owned company in Renton, Washington.

Position Description:

We are looking for current or former baseball/softball players who are obsessed with the science of hitting, and who want to apply his/her knowledge in the further development of our Axe Handle(s). In studying how the Axe Handle supports the swing, Hitting Reps will use data, technology, and partner relationships to increase brand awareness, engage with the community (online and in-person), deepen our understanding of how the Axe Handle supports the mechanics of the swing, and grow bat sales.

The ideal candidate will be a curious, passionate, self-starter with strong communication skills. This candidate will help create local hitting communities with benefits going to all of those who engage. Opportunities exist for both part-time and full-time roles.

Responsibilities:

- Develop and maintain, your local Axe Bat hitting community. This community includes MLB players & coaches, colleges, academies, clubs & organizations and hitting instructors. Exclude no one with an interest in hitting!
- Collaborate with Hitting Team to address all opportunities within your community.
- Develop & implement your regional, grass roots onsite activation plan. What organizations, events or tournaments should you be working with or attending? What is necessary to maximize the value of relationship/opportunity?
- Engage Axe Bat community through social media, supporting organic and awareness strategies.
- Develop strategy and execute planning of local industry trade shows.
- Provide regular activity updates to Hitting Team, Sales Team and management.

About You:

- You love baseball and/or softball; and especially hitting
- You are ready to change the game of baseball and softball for the better
- You can talk hitting to anyone: a player, parent, coach, trainer or retailer
- You are entrepreneurial and working in a fast-paced business environment excites you
- You listen and love to learn
- You pride yourself in being efficient and getting the most out of every resource
- You are comfortable with planning and coordinating events and travel