



Suite 4 – 9 Chippewa Rd Sherwood Park, AB T8A 6J7

Alberta Lacrosse Association Communication and Marketing Coordinator Part Time

OBJECTIVE

This position is responsible for the assistance in implementing the Alberta Lacrosse Association's social media strategy, content creation and management (written and multimedia), execution of marketing campaigns, community management, reporting and analytics (Twitter, Facebook and Instagram).

As the Marketing Coordinator, you are part creator and part analyst in a fast-paced environment that is in the middle of its lacrosse season. You will assist in executing media strategies for various events. i.e Midget Showcase, Box and Field Provincials, National Competitions, Team Alberta.

PRINCIPLE RESPONSIBILITIES/ACCOUNTABILITIES

- Producing engaging content for a targeted audience
- Generating compelling content, including graphics (static and animated), GIFs and video clips (highlights, promo, interview, etc.), articles, blogs, drill videos, drills descriptions
- Creating graphics and editing pictures
- Recording video interviews and ensuring on-site live social media coverage (Facebook Live, ALA TV, YouTube)
- Facilitating, building and monitoring online conversations and relationships within the Alberta and Canadian lacrosse community
- Identifying key influencers and measuring social activity and performance while developing social media profiles and presence with current and future social channels
- Assisting in campaign development and creation/deployment of marketing and partnership campaigns and reporting results
- Attending ALA events to support the event as the marketing coordinator and assisting with other duties at the event
- Working with National Championship Hosts to develop and execute a digital media strategy leading up to and during the Championship
- Provide leadership and expertise to ALA Members developing their marketing strategy
- Designing and coordinating social contest; tracking daily performance, entries, confirming winners, prizing and delivery



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DESIRED QUALIFICATIONS / SKILLS

- Attending College/University for Communications or Digital content
- An active and passionate participant in the social media sphere, ideally on the topic of lacrosse in Alberta and Canada
- Strong skills in video and photo editing
- Excellent interview skills
- Excellent writing and proofreading skills tailored for social media
- Strong understanding of Facebook, Twitter, Google tools, YouTube, and Instagram
- Able to handle multiple priorities and possesses strong time-management skills
- A positive attitude and being self-motivated to work in a fast-paced, creative environment
- Strong knowledge of the Canadian lacrosse landscape
- Able to work evenings and weekends with little advance notice
- Travel required in Alberta

DEADLINE to apply: January 15, 2020

Submit Applications to lisa@albertalacrosse.com