

Western Lacrosse Association

Part-Time Social & Digital Media Coordinator Position

Job Brief

The Western Lacrosse Association (WLA) is looking for a talented, creative, and passionate Social & Digital Media Coordinator to maintain a strong online presence for the league. You will play a lead role in creating, implementing, and managing content and communications strategies through the league website and social media accounts, with a focus on increasing web traffic, social media dialogue, and fan engagement.

As a Social & Digital Media Coordinator, you will report to the WLA Commissioner and WLA Web & Social Media Manager, and work with the league's member clubs to develop content and suggest creative and innovative ways to attract and engage more fans and promote our game and our brand.

The Social & Digital Media Coordinator is a highly motivated, creative individual with experience and a passion for sports and connecting with current and future fans. That passion comes through as he/she engages with fans on a regular basis, communicating the WLA's brand in a positive, authentic way that will attract today's modern, hyper-connected young fans, with the ultimate goal of turning fans into customers.

The Social & Digital Media Coordinator will help administer the WLA's website and lead social media marketing and promotion, including:

- Development of brand awareness and online reputation
- Content creation and management

The Social & Digital Media Coordinator is instrumental in managing the WLA's content-related assets.

Content management duties include:

- Support creation and publishing of current, relevant, original, quality content
- Identify, educate, and improve WLA digital / online / social media presence and awareness, ensuring alignment and consistency
- Create a regular editorial and publishing schedule
- Work with the clubs to implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Work with players to amplify the message
- Promote content through social advertising

Western Lacrosse Association

Part-Time Social & Digital Media Coordinator Position

Responsibilities

- Ensure wlalacrosse.com & social media channels are current and engaging
- Provide direction & leadership around current digital media trends
- Educate colleagues around the league to use social media in a consistent, cohesive, and beneficial way
- Create engaging text, image, and video content
- Design posts to sustain fans' curiosity and create buzz
- Facilitate online conversations with fans and respond to queries
- Report on online reviews and feedback from fans
- Oversee social media accounts' layout and design
- Suggest new ways to attract prospective fans

Requirements

- Related educational and / or work experience in social / digital / web
- Expertise in multiple social media platforms
- Adobe Creative Cloud proficiency
- Ability to deliver creative content (text, image, and video)
- Familiarity with online marketing strategies and channels
- Excellent written communication skills
- Knowledge of SEO, keyword research and Google Analytics
- Degree in Marketing, New Media or relevant field is an asset

Term

- May 1, 2024 – September 30, 2024
- Possibility of extending

If you're an enthusiastic, energetic, up and coming social / digital media star who loves sports and is interested in developing your skills and resume, then we look forward to hearing from you.

Please submit your resume, along with a brief cover letter by email to:

commissioner@wlalacrosse.com