

# **Alberta Lacrosse Association**

*Enhance character, community, and culture through lacrosse.*

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## **Event and Marketing Specialist (Summer Student Position)**

### **Position Overview**

This role involves taking the lead in creating compelling content for all ALA programs and events, while also providing essential, hands-on support during major summer tournaments such as the Minor Box Lacrosse Provincials and the Prairie Cup.

### **About the Alberta Lacrosse Association**

The Alberta Lacrosse Association is the Provincial Sport Organization responsible for the governance, organization, and delivery of lacrosse throughout the Province of Alberta. Through responsive, effective leadership and embracing positive change, the Alberta Lacrosse Association provides innovative, quality programs and services to inspire participation while protecting the integrity of the sport.

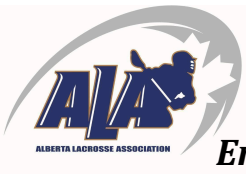
<b>Location</b> Calgary (Hybrid)	<b>Reports to</b> Director of Communications and Programs
<b>Employment Type</b> Temporary Term Employee	<b>Term</b> Early May to the end of August or Early September (can be adjusted to the candidate)

### **Key Responsibilities**

The successful candidate will be responsible for the following dual-focus tasks, with a primary emphasis on digital media:

#### *1. Digital Media & Content Creation (80% focus)*

- Lead the planning and creation of highly engaging social media content (graphics, videos, posts, stories) across all ALA digital platforms (e.g., Instagram, Facebook, YouTube website).
- Develop comprehensive content schedules for the promotion and live coverage of Minor Box Lacrosse Provincials and the Prairie Cup before, during, and after the events.
- Actively create content to promote, celebrate, and cover Team Alberta and Prairie Cup team activities prior to travel for competition (travel to national competition events outside of Alberta is not required).
- Generate content highlighting and supporting ALA-related members and clubs throughout the summer season. This may include content at the Minto Cup and President's Cup if aligned with partnerships with local clubs.
- Execute real-time event coverage on social media, including live updates, scores, photos, and related content (during event weekends).



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- Monitor social media engagement, interact with the community, and track analytics to provide feedback on content performance.

## *2. Event Planning & Execution Support (20% focus)*

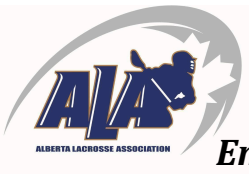
- Provide support in the development and execution of events.
- Included with attendance at major events (Provincials, Prairie Cup) for social media content creation, assist with on-site operations such as check-in, event headquarters setup, score desk coordination, and troubleshooting.
- Support the coordination of opening ceremonies, awards, and post-event administrative tasks.

## *Working Conditions & Logistics*

- This is a temporary full-time position for the summer period and is primarily remote; the candidate **MUST** be located in Calgary. The successful candidate must have access to reliable internet and a dedicated remote workspace. Compensation for phone and internet is provided.
- On-Site Requirement: The candidate will be required to travel to and attend major events (Provincials, Prairie Cup) as they take place on weekends and may include evenings. Expenses for travel and lodging for events outside the immediate area will be reimbursed or covered in accordance with ALA policy. The successful candidate must have access to a reliable personal vehicle to get to events.

## *Qualifications*

- The applicant must be between the ages of 15 and 30 years old at the start of the position term; an Alberta resident AND legally entitled to work in Canada.
- Currently enrolled in or recently completed a post-secondary program in a relevant field. (Relevant fields include Communications, Marketing, Digital Media, Sports Management, or Business Administration).
- Expertise in creating content for major social media platforms, including proficiency with graphic design (e.g., Canva) and basic video editing tools.
- Demonstrated proficiency in using Google Workspace (Docs, Sheets, Drive, Calendar) and associated productivity tools.
- Exceptional organizational, time management, and problem-solving skills, especially when managing simultaneous digital and logistical tasks.



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- Excellent written and verbal communication skills, with a proven ability to produce engaging content and effectively interact with stakeholders.
- Must be able to work independently and demonstrate initiative in a remote setting.
- Knowledge of the sport of lacrosse is considered a significant asset.
- Physical requirements include the ability to lift up to 20 lbs and stand for extended periods during event days.

## **Compensation**

This position offers an hourly wage of \$18.00 - \$22.00, based on a 40-hour work week, depending on the seniority and qualifications of the successful candidate. In addition, a monthly allowance of \$85 for cell phone use and \$85 for internet expenses will be provided. Any required work-related travel using the successful candidate's own vehicle will be reimbursed at a rate of \$0.53 per kilometer.

## **To Apply**

Send your resume and cover letter to [info@albertalacrosse.com](mailto:info@albertalacrosse.com) with the subject line "Event and Marketing Specialist Application". Inquiries about this position can be directed to Brent Robinson, Executive Director at [executivedirector@albertalacrosse.com](mailto:executivedirector@albertalacrosse.com). Applications will be accepted until **April 28, 2026**, or later if the position is not filled with a suitable candidate.

The selected candidate must be a resident of Alberta and legally entitled to work in Canada.