

Job Title: Marketing Director

Organization: Washington Schoolgirls Lacrosse Association

Location: Washington State [Remote Potential]

Type: Volunteer, Part-Time

Time Commitment: ~2-6 hours a week with occasional increase during busy seasons

About Us

WSLA administers girls' high school and youth lacrosse across Washington, organizing and promoting safe play, supporting the sport's growth, and honoring its native roots.

Position Overview

The Marketing Director is responsible for developing and executing comprehensive marketing strategies to elevate the organization's brand, increase membership, promote events, and grow the sport of lacrosse at all levels. This role leads the marketing team, oversees campaigns, manages communications, and builds strong community partnerships.

Key Responsibilities

- Design and execute annual marketing plans that drive organizational goals.
- Lead branding, messaging, and positioning efforts across all channels.
- Create and manage digital marketing campaigns across websites, social media, and email marketing.
- Organize and amplify lacrosse events, tournaments, and outreach programs.
- Partner with membership, coaching, and operations teams to boost participation and engagement.
- Analyze marketing data and adjust strategies for optimal results.
- Manage media relations and serve as a spokesperson as needed.
- Direct production of promotional materials such as flyers, videos, and press releases.
- Manage marketing budget and vendor relationships.
- Forge and sustain partnerships with sponsors and community stakeholders.

Qualifications

- 3+ years of marketing experience, preferably in sports or youth organizations.
- Proven leadership and team management skills.
- Strong verbal, written, and interpersonal communication abilities.
- Experience with digital marketing platforms and analytics tools.
- Passion for lacrosse and knowledge of the sport's landscape are a plus.
- Ability to work flexible hours, including evenings and weekends as needed.

Benefits

Gain hands-on experience, build leadership skills, expand your network, and make a real community impact while helping grow our organization.

How to Apply

Please submit a **brief** (short paragraph) cover letter, resume, and up to three references to **info@wslax.org**. Applications will be reviewed on a rolling basis.