



BC Lacrosse Association

#101 – 7382 Winston Street, Burnaby, BC V5A 2G9

www.bclacrosse.com

MARKETING & EVENTS INTERNSHIP POSITION

About BC Lacrosse Association:

Leading the way, we support and develop the lacrosse community and its collective culture – to learn, to play, to develop, to compete, to educate, to train, to have fun, and to succeed - by providing lacrosse programs and services throughout the province of British Columbia.

Follow us on Social Media:



@bc_lacrosse_association



@BCLacrosseAssociation



@BCLacrosse

Position Description:

- Position: Marketing & Events Intern
- Term of Internship: May 15 to August 25 (term is flexible)
- Compensation: \$20 per hour for 40 hours per week
- Type of Position: Internship Contract
- Location: Office located in Burnaby, BC with events in Fraser Valley and Vancouver Island
- Reports to: Marketing & Communications Director

Purpose of Position:

The Marketing & Events internship position is responsible for providing effective support to BC Lacrosse's marketing projects, as well as other special projects as assigned. Event planning and on-site event support for the 2023 BCLA Minor Box Lacrosse Provincials will also be a key purpose of this position.

Key Responsibilities:

Social & Digital Media:

- Design social media content to be posted during the 2023 BCLA Minor Box Lacrosse Provincials
- Assist with the creation of a social media manual for the BCLA membership, along with social media posting templates.
- Assist with the planning and implementation of other social media content as assigned.

Marketing Campaigns:

- Assist with the creation and planning of internal and external marketing campaigns.

Event Management:

- Assist the BCLA office staff and volunteers with the planning leading up to the 2023 BCLA Minor Box Lacrosse Provincials and be on-site at the event as support.

Special Projects:

- Assist the BCLA office staff with completing special projects as assigned.



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Qualifications & Key Skills:

- Previous social media experience in:
 - Designing creative content and managing social media posting timelines.
 - Utilizing the Canva design tool effectively and efficiently.
 - Creating a social media plan that is organized, structured and clear.
- Previous events experience required.
- Enrolled in or recently graduated from one of the related post-secondary educational programs:
 - Business Administration
 - Digital Marketing
 - Sport or Recreation Management
- Ability to operate in a fast-paced working environment.
- Lacrosse knowledge is an asset but not required.

Things to Know:

- Some evenings and weekends required.
- This position will require you to attend our 2023 BCLA Minor Box Lacrosse Provincials that are on and located in:
 - 2023 BCLA Female Junior/U17/U15/U13 Provincial Championships
Dates: July 6-9, 2023
Location: Mission
 - 2023 BCLA U13 Provincial Championships
Dates: July 6-9, 2023
Location: Maple Ridge
 - 2023 BCLA U17 Provincial Championships
Dates: July 27-30, 2023
Location: Cowichan Valley
 - 2023 BCLA U15 Provincial Championships
Dates: July 20-23, 2023
Location: Saanich & Victoria-Esquamalt

How to Apply:

- Interested candidates should email their resume and cover letter by March 31st, 2023, to internapplications@bclacrosse.com with “Marketing & Events Intern” in the subject line.
- For more information about the BC Lacrosse Association, you can visit www.bclacrosse.com.
- We thank all candidates for their interest and for applying but only those to be interviewed will be contacted.