



Content Specialist - Part-Time/Contract

NOTE: Applications will only be considered if they are sent to careers@worldlacrosse.sport by May 8 with subject "Content Specialist." Applications must include a cover letter, résumé and two references.

World Lacrosse is the International Olympic Committee-recognized governing body for lacrosse, responsible for providing effective leadership and governance of the sport internationally while supporting the continued growth of lacrosse worldwide. WL currently has 92 member federations across all five continental regions.

Job Summary

World Lacrosse is seeking a qualified individual for the part-time position of content specialist. Along with the necessary skills, the candidate should enjoy variety and challenge, and be comfortable working remotely. The content specialist will work closely with the brand & communications team to help create innovative and inclusive content for social media and promote upcoming World Lacrosse championships. The target start date is May 19, 2024.

Key Responsibilities

- Support World Lacrosse social media strategy by pitching, creating and posting content weekly
- Assist with delivery of recurring social media content
- Monitor and engage with social media trends
- Pitch and execute innovative, reactionary social media content on a weekly basis
- Lead community management of WL channels, and engagement with relevant and trending content
- Assist with planning and execution of video archival process
- Help import and organize event content to Photoshelter and Dropbox
- Pitch content ideas to promote World Lacrosse championships
- Assist with WL championships coverage in real-time
- Update and prepare social media graphics from templates
- Support the brand & communications team in various capacities as needed
- Approach all content and social media strategy through a diverse and inclusive lens

Desired Qualifications

- Has or is currently working toward an undergraduate degree in a relevant field
- 6+ months of relevant professional or internship experience or equivalent coursework
- Extensive knowledge of social media platforms and their marketing tools
- Ability to ideate and adapt social media trends to the World Lacrosse brand
- Strong video editing skills
- Experience with Adobe Creative Suite, especially Photoshop and Premiere Pro
- Exceptional attention to detail
- Ability to follow a style guide and maintain brand voice
- Knowledge of AP Style
- Awareness of the international lacrosse landscape a plus
- Culturally sensitive and able to effectively communicate with a global audience
- Comfortable working effectively in a remote setting



Position Overview

- Temporary, part-time role, 8-month commitment (May through December)
- \$18-20/hour for up to 20 hours a week
- Remote, must have access to reliable Wi-Fi, smart phone and laptop

Application Process

Send cover letter, résumé and two references to careers@worldlacrosse.sport with subject "Content Specialist"

World Lacrosse is an Equal Opportunity Employer. World Lacrosse does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status, or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit and business need.