



LACROSSE CANADA
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POSITION TITLE: Marketing Manager

EMPLOYMENT TYPE: Full-time

REPORTS TO: Executive Director

LOCATION: Ontario

Lacrosse Canada (LC) is the national governing body of Canada's National Summer Sport. Lacrosse Canada is comprised of 10 provincial and one Indigenous association nationwide and has over 60,000 participants, including coaches, officials, and athletes of all ages and abilities. Lacrosse Canada sanctions over a dozen national championships and the participation of Team Canada at all international events sanctioned by World Lacrosse.

Lacrosse Canada's current mission statement is to promote, develop, and preserve the sport of lacrosse and its heritage as Canada's national sport.

Lacrosse Canada head office is in Oshawa, ON. The organization has ten full-time staff members dedicated to operations, administration, marketing, partnerships, communications, events, athletic and technical development, and the highly qualified coaches operating the National teams. It is governed by an elected independent Board of Directors.

To learn more about Lacrosse Canada, please visit: <https://www.lacrosse.ca/>

The Future of Lacrosse in Canada:

With the inclusion of Sixes as a demonstration sport in the 2028 Los Angeles Olympic Games, Lacrosse Canada is at an inflection point and poised for significant growth. LC's mandate is to significantly increase exposure and generate critical funding through sponsorship, government funding, donations, events, and fees. These funds are used to develop the following:

- Sport marketing, branding, and promotion.
- Hosting of national box, field, and sixes lacrosse events
- Increase participation in the sport across the country
- Compete at the highest level on the world stage
- Coaching and Officiating programs and certification

Lacrosse Canada is committed to a future focused on stronger governance, heightened transparency, and accountability to our members.

Marketing Manager of Lacrosse Canada:

The **Marketing Manager** will lead the development and execution of Lacrosse Canada's marketing strategy, supporting national campaigns, digital content, athlete marketing, social media, and member engagement. This is a hands-on role for a builder: you'll be establishing our marketing systems from scratch and leading a small team through a period of rapid growth and Olympic visibility.

This position reports directly to the **Executive Director** and collaborates closely with the communications, events, content, technical, and sponsorship departments.

Responsibilities of the Marketing Manager:

Marketing & Campaign Management (40%)

- Lead the creation and execution of all Lacrosse Canada marketing campaigns across programs and events
- Develop and manage annual marketing calendars with Olympic and national team
- Collaborate with sponsorship to build branded partner activations and promotional assets • Support merchandise, fundraising, and registration campaigns with full-funnel strategies
- Provide promotional support for National and Member Association events.
- Develop and implement short-term and long-term marketing strategies aligned with the organization's goals.

Digital, Social Media & Content Oversight (30%)

- Oversee strategy and publishing across all Lacrosse Canada social media platforms
- Coordinate with seasonal content creator to produce campaign assets, reels, and video series
- Ensure brand consistency and tone across all channels
- Monitor and report on digital engagement, adjusting content strategy accordingly
- Support video/photo capture and basic editing as needed.
- Develop marketing campaigns to drive ticket sales and attendance.

Email, Web, and Member Marketing (15%)

- Manage Lacrosse Canada's email marketing strategy (newsletters, registration pushes, donor flows)
- Support member associations with marketing toolkits, templates, and digital onboarding • Collaborate with communications to update website content and announcements
- Maintain email lists and basic audience segmentation.

Brand Development & Organizational Growth (15%)

- Establish brand guidelines and marketing SOPs
- Help shape athlete marketing strategy leading into LA28
- Maintain alignment across communications, partnerships, and events
- Contribute to a culture of creativity, collaboration, and forward thinking in the organization
- Maintain and enhance the organization's brand image and consistency across all platforms.
- Track ROI and report on the performance of marketing initiatives.
- Coordinate on brand activations, sponsor promotions, and fulfillment of sponsorship agreements

Key Capabilities:

- Self-starter with excellent organizational and multitasking skills
- Photography and basic video editing skills are a strong asset.
- Excellent organization, multitasking, and time-management skills
- Strong project management and organizational skills with attention to deadlines and detail.
- A collaborative approach with experience working cross-functionally
- Creative and strategic thinking in building brand awareness and audience growth
- A commitment to inclusive, values-aligned sport promotion
- Strong storytelling instincts and passion for athlete- and community-driven content
- Comfort using Canva, Mailchimp, Meta Business Suite, analytics dashboards, Adobe Suite

Selection Criteria:

Candidates applying for the Marketing Manager role will require a range of personal and

- 3-5 years of relevant experience in marketing, branding, or digital communications
- At least 1 year of leadership or project management experience
- Post-secondary degree or diploma in a related field. Equivalent experience will be considered. Degree in marketing, communications, public relations or related field preferred
- Proven ability to develop and execute integrated marketing campaigns
- Experience working in a national sport organization, Olympic pathway, or nonprofit setting considered a strong asset
- Bilingualism (French/English) considered an asset

Key Relationships:

As the Marketing Manager you will work with and carefully with several key relationships, including

- Lacrosse Canada Management and Staff
- Member Associations/Clubs of Lacrosse Canada and World Lacrosse
- Local communities, including Indigenous communities and their designated leadership
- Athletes, Coaches, and Officials
- Sponsors and Supporters
- Alumni of Lacrosse Canada
- Work with journalists, broadcasters, and media outlets to generate coverage.

Commitment to Role:

The Marketing Manager is required to work full-time hours in a hybrid environment and commit to, minimal, three days per week at the office located in Oshawa, Ontario. Due to the nature of the position and the sport of lacrosse, Marketing Manager will be expected to attend events and meetings that may be outside of regular working hours to build and foster internal and external partners.

Remuneration:

An attractive compensation package will be offered, commensurate with the experience and skills of the successful candidate and the nature of a national sport organization.

Expressions of Interest:

Should you be interested in pursuing this leadership opportunity, all applicants are invited to confidentially submit** their resume for consideration to: **Terry Rayner, Executive Director**
terry@lacrosse.ca

*Lacrosse Canada is an equal-opportunity employer committed to fostering a diverse and inclusive work environment within an exciting and challenging work environment.