



# Social Media Intern

## Lacrosse Canada

<b>Location</b> Ontario - Remote with Event Travel	<b>Reports to</b> Communications Coordinator
<b>Employment type</b> Unpaid Internship ~ 40 hours per week	<b>Duration</b> May 19, 2026 - Sept 3, 2026
<b>Work Schedule</b> Monday - Friday, 9am - 5pm + Occasional Weekends	<b>Applications Accepted Until</b> April 24, 2026

### POSITION OVERVIEW

The Social Media Coordinator Intern will support the planning, coordination, and execution of content across Lacrosse Canada's digital platforms. This role focuses on maintaining a consistent and engaging presence across social media channels, supporting key initiatives, and contributing to the delivery of content during events and campaigns.

Working closely with the communications team, the intern will help organize content, identify opportunities for engagement, and ensure content is aligned with Lacrosse Canada's brand and priorities. The role also includes interacting with the broader lacrosse community and supporting the overall growth and visibility of the sport.

### ABOUT LACROSSE CANADA

Recognized by Sport Canada, Lacrosse Canada supports more than 60,000 members and leads key initiatives in national championship delivery, high-performance programming, national team development, coach and official education, sport safety, governance, and member engagement.

Lacrosse Canada operates with a small but dedicated staff team and works closely with its elected Board of Directors, Member Associations, athletes, officials, coaches, sponsors, government partners, and community stakeholders across the country.

### THE OPPORTUNITY

The Social Media Coordinator Intern will play a hands-on role in managing and growing the digital presence of Lacrosse Canada, with the opportunity to help shape how the sport is seen across the country and on the international stage. From day-to-day execution to major event coverage, this role offers real responsibility, creative ownership, and the chance to contribute to the build toward LA28.

This role also includes potential international and national travel opportunities to major events, providing hands-on experience covering high-performance sport in real time.

### KEY RESPONSIBILITIES

#### Social Media Management

- Execute daily content across Instagram, TikTok, X, and Facebook
- Write clear, engaging captions aligned with brand voice
- Schedule and publish content based on content calendars.
- Monitor engagement and identify trends and opportunities
- Assist in maintaining a consistent visual and tonal identity across all platforms
- Collaborate with internal teams and contributors to gather and organize content
- Respond to comments and messages, helping to foster an active and positive online community
- Stay up to date with platform updates, trends, and best practices



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## **Content Execution & Coordination**

- Support the planning and execution of weekly and event-based content
- Develop content that can be shared across Lacrosse Canada and Member Association channels
- Identify and create content that highlights the national landscape of the sport
- Assist in basic content editing (short-form video, graphics) as needed
- Assist with additional organizational needs as they arise

## **National Alignment & LA28 Build**

- Contribute to content that supports the growth and visibility of lacrosse leading into the Los Angeles 2028 Olympic Games
- Identify storytelling opportunities that elevate athletes, programs, and the Canadian lacrosse pathway
- Create content that connects national teams, domestic programs, and Member Associations

## **Event Coverage**

This role may include the opportunity to support Lacrosse Canada at events:

- Support real time social media coverage during games, including highlights, key moments, and score updates
- Assist in executing pre-game and post-game content including previews, recaps, and results
- Capture and coordinate behind the scenes context
- Coordinate flow between on-site staff and digital platforms to ensure timely posting

## **Analytics, KPIs & Performance Evaluation**

- Track and report on key performance indicators (KPIs) across all platforms
- Evaluate content performance and identify areas for improvement
- Maintain monthly tracking of performance metrics
- Use data to improve content strategy and execution

## **KEY CAPABILITIES**

*The ideal candidate will bring many of the following:*

- Strong understanding of social media platforms and what performs
- Experience managing or contributing to social media accounts
- Experience in graphic design and/or video editing is an asset (Adobe, Canva, Capcut)
- Understanding of sports media and digital content
- Organized and able to manage multiple priorities
- Comfortable in fast-paced environments
- Ability to actively engage with audiences and build community across social media platforms
- Self-starter with initiative
- Available for international travel
- Passion for sport; lacrosse is an asset

## **SCHEDULE & AVAILABILITY**

- Primarily remote with flexibility to work from home
- Must be available for some evening and weekend work to support live events, games, and real-time content
- Occasional on-site attendance required for events
- Schedule will vary based on event calendar and content needs



## **SELECTION CRITERIA**

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## **EQUITY AND INCLUSION**

Lacrosse Canada is committed to building a diverse and inclusive workplace. Applications are encouraged from Indigenous Peoples, Black and racialized persons, women, persons with disabilities, and members of the 2SLGBTQIA+ community.

Lacrosse Canada is committed to providing accommodations throughout the recruitment process in accordance with applicable human rights and accessibility legislation. Candidates requiring accommodation are invited to make their needs known in advance.

## **HOW TO APPLY**

Email your application to [admin@lacrosse.ca](mailto:admin@lacrosse.ca) with the subject line ‘**Social Media Intern**’ including:

- Resume
- Cover Letter
- Link to portfolio (if available)

Applications will close on April 24, 2026.