

US Lacrosse, the national governing body of lacrosse, announces an opening for an **ASSOCIATE DIRECTOR, MARKETING & PUBLIC RELATIONS**

If you're looking for a dynamic atmosphere surrounded by supportive, fun and passionate co-workers, then US Lacrosse is the place to be. We're the people behind the fastest growing sport in the nation. US Lacrosse is committed to creating a diverse environment and proud to be an equal opportunity employer. We offer great benefits, including 100% employer paid medical, dental, life and long-term disability, a retirement savings plan and a customized staff and leadership development program.

About US Lacrosse

US Lacrosse, a 501(c) (3) nonprofit association, is the national governing body of lacrosse. The organization has nearly 350,000 individual members within 63 regional chapters throughout the country and employs a national staff of 65 at its Baltimore headquarters. US Lacrosse provides a leadership role in virtually every aspect of the sport throughout the United States, and offers numerous programs and services to its national membership and more than one million lacrosse enthusiasts throughout the country.

General Description

Responsible for the strategic development, execution and measurement of all member-based and general public relations activities of the organization and select outbound marketing initiatives.

Specific Duties and Responsibilities:

Member Based

- In partnership with the Managing Director and the Director of Communications, lead the development of the organization's internal public relations strategy and system of measure.
- Write, and/or supervise, member-based communications materials including, but not limited to, monthly magazine sections, monthly targeted electronic newsletters, and assist with the annual report.
- Write/produce communications tools aimed at volunteers, members and staff.

General Public

- In partnership with the Managing Director and the Director of Communications, lead the development of the organization's external public relations strategy, using media as a conduit, and establishing a system of measurement.
- Manage miscellaneous outbound marketing projects as assigned.
- Build and sustain contact lists for Lacrosse, national and local media outlets.
- Write and distribute all organization-based press releases including major events, initiatives and National Teams programs.
- Plan and execute events (i.e. press conferences, program launches) that will garner media attention and exposure.
- Update and sustain a crisis communication plan for US Lacrosse.
- Serve as first point of contact for media calls and requests, handling appropriate calls and providing US Lacrosse contact to respond to more in-depth questions.

- Develop and execute a new media strategy to increase exposure and relevance with USL targets. Recommend, develop and oversee web 2.0 tools that will enhance and support USL's social media presence.
- Monitor and maintain presence on current and existing external social media platforms (including blogs, social networks, and forums) within the industry.
- A wide degree of judgment, creativity and responsible representation of the organization is expected to be exercised.

Management

- Manage Public Relations and Marketing Associates and 3 to 4 marketing and PR interns per year
- Create and manage a public relations annual budget.
- Other duties as assigned

Required Skills, Education and Experience:

- Bachelor's degree in Communications, Public Relations, Marketing, Advertising, Sports Marketing or Business Administration
- Strong writing skills
- Microsoft office (Word, Excel, email) skills mandatory
- Highly organized
- Knowledge of lacrosse preferred

TO APPLY: Interested and qualified candidates must submit resume, salary requirements (at least minimum) and a writing sample to Barbara Gotis, Human Resources Director at bgotis@uslacrosse.org