

Volunteer Opportunity: Manager, Marketing and Game Day Promotions

Richmond Roadrunners Junior Lacrosse Club

Location: Richmond, BC | Volunteer Position | Seasonal (May–August)

How to Apply: Email president@richmondlacrosse.com with your qualifications.

About Us

The Richmond Roadrunners are a proud member of the BC Junior Tier 1 Lacrosse League, representing the next generation of elite lacrosse talent. We are deeply rooted in our community and committed to providing athletes, families, and fans with an excellent lacrosse experience. As we continue to grow, we are looking for passionate leaders who can help elevate our game day environment, strengthen community engagement, and expand our promotional footprint.

The Role

We are seeking a **Game Day & Promotions Director** to join our volunteer leadership team. This role is ideal for a recent graduate or emerging sports business professional who wants to gain **hands-on experience in sports management, fan engagement, and event operations**. Reporting directly to the Club President, you'll be responsible for shaping the fan experience, managing promotions, and driving attendance growth.

Key Responsibilities

Game Day Operations

- Oversee aspects of game day execution, ensuring a smooth, professional, and engaging fan experience.
- Develop game day run-of-show, including music, in-game promotions, and intermission activities.
- Coordinate with volunteers, announcers, and facility staff to ensure seamless execution.
- Implement best practices in fan engagement drawn from professional and collegiate sports.

Promotions & Marketing

- Create and execute promotional campaigns to drive ticket sales, merchandise sales, food/beverage/beer sales, and community attendance.
- Design social media content calendars and collaborate with digital volunteers to promote games and events.
- Build partnerships with local businesses, schools, and community organizations to expand awareness.
- Develop sponsor activation strategies to highlight and deliver value to club partners.

Community Engagement & Growth

- Support initiatives to strengthen the Roadrunners brand and presence in the city.

Who You Are

- Recent university graduate eager to apply academic knowledge in a real-world sports environment.
- Strong leadership, organizational, and communication skills.
- Passionate about sports, entertainment, and community building.
- Creative thinker who thrives in fast-paced, hands-on environments.
- Interested in pursuing a career in sports business, operations, or marketing.

What You'll Gain

- First-hand experience running game day operations for a competitive lacrosse program.
- Portfolio-building experience in promotions, sponsorship activation, and event management.
- Mentorship from experienced sports and business leaders.
- Networking opportunities with local sports organizations and professionals.
- The chance to make a tangible impact on a growing community sports brand.

Time Commitment

- Seasonal role (May–August), several hours per week, with heavier commitment on home game days.
- Flexible schedule outside of game days; most work can be done remotely.

How to Apply

Please send a brief cover letter and resume to secretary@richmondlacrosse.com, outlining why you are excited about this opportunity and how your skills align with the role.