



World Lacrosse (WL) is the recognized international governing body for men's and women's lacrosse. WL is responsible for the governance and integrity of all forms of lacrosse and provides responsive and effective leadership to support the sport's development throughout the world. WL seeks to hire a qualified individual to serve as its Director of Events.

This position will work closely with senior leadership to set and execute the strategy for the World Lacrosse Events business. In this role, the Director of Events will be responsible for the management and support of major World Lacrosse events (World Lacrosse World Championships and qualifying events) and quantitative and strategic analysis of WL events. The successful candidate will also help identify paths to new growth opportunities through World Lacrosse event platforms and event sanctioning policies. This person will serve a crucial role in delivering meaningful value to WL and its membership through its event platform.

PURPOSE AND REPORTING:

POSITION TITLE: Director of Events

REPORT TO: Chief Executive Officer ("CEO")

LOCATION: World Lacrosse Headquarters (1295 Kelly Johnson Blvd., Suite 260, Colorado Springs, Colorado, USA). This position could be located outside of World Lacrosse Headquarters in the U.S. or in another country.

PURPOSE: The Director of Events will be responsible for the bid process, bid evaluation, management, support of major World Lacrosse events, the development of WL event sanctioning policies, and development of new events.

DELIVERABLES: The deliverables for this position include, but are not limited to, the following:

- Direct WL's Competition Programs including event direction/management, event registration and processing, event communication, event support, personnel and committee support, and other program-related duties and projects.
- Management and oversight of WL's Event competition system
- Preparation of event bid books and manage event bidding process
- Develop and implement events for new and developing WL sport disciplines
- Working with WL leadership leading strategic analysis to drive evolution of existing events and develop platforms to fuel new business and revenue opportunities across the Events business
- Work across Events and WL to help develop multi-year department business plans, including strategic priorities and investment decisions across initiatives
- Conduct research projects, organize findings, and create analyses to support strategic direction/recommendations
- Gather input from internal and external groups post-event and create comprehensive recap documents for WL leadership

- Work closely with Events and Finance teams to track department revenue and expense targets
- Develop sponsor assets and sell event sponsorships and any available advertising assets
- Assist WL Chief of Brand and Communication Officer with media coverage for events
- Event registration, processing, and communication support for Competition Director and/or Event Lead
- Manage updates to competition and administrative guidelines in collaboration with Competition Director
- Manage qualification process for World Events
- Create and maintain computerized records for World and other events
 - Ensure that records are complete, accurate and up to date. Includes managing and assisting with related data entry.
- Manage WL response to player/team eligibility issues (including staff support to eligibility committees)
- Work directly with Local Organizing Committees and Tournament Directors to coordinate event logistics
- Prepare Event content for WL Website
- Coordinate all competition-related aspects of championship event(s), including team selection/qualification, seeding, formats, scheduling, and competition rules
- Attend championship event(s), as directed - Assist with site selection for future championship event(s) Event support
- Staff support to Competition and other committees, as assigned
- Manage temporary staff hired for event related tasks
- Other program-related duties and projects
- Deliver risk assessments, emergency plans and other event documentation to complement a solid understanding of the health and safety issues surrounding sports events

QUALIFICATIONS:

- Have a working knowledge of sports/entertainment trends, evolution of event platforms, and understand business dynamics/revenue models
- Proven ability to think strategically
- Strong management, writing, organizational, and presentation skills
- Detail-oriented, ability to operate independently, accomplish multiple projects simultaneously
- Team player who is capable of working cross-functionally within the organization's roles and responsibilities
- 5+ years of experience at a top-tier sports or event organization with direct management and development of high-level sports events

- Experience working in MS Excel building reports and producing data-driven analysis
- Have a working knowledge of sports/entertainment trends, evolution of event platforms, and understand business dynamics/revenue models
- Knowledge of lacrosse and the lacrosse event landscape
- Strong understanding of event marketing and audience engagement
- Bachelor's degree or equivalent work experience

PERSONAL ATTRIBUTES:

- Above all, integrity and honesty
- Entrepreneurial; willingness to work independently with the best business practices in mind
- A strong work ethic
- Exceptional attention to detail
- Masterful organizational skills
- An enthusiasm for coaching, teaching and the development of people
- Optimism and energy for lacrosse and its future
- An open and collaborative nature; good interpersonal skills
- A high degree of self-awareness of one's own personal style, strengths and weaknesses and motivational triggers
- Intellectual curiosity and enthusiasm for learning.
- Action Oriented—enjoys working hard and looks for challenges; able to act and react as necessary, even if limited information is available
- Must be able and willing to make decisions in the face of tough situations
- Flexibility and capacity to manage a number of different projects at any given time