

# **Assistant Director of Marketing & Head Coach, Girls Varsity Lacrosse**

Location: Wilbraham, MA (onsite)

Post Date: May 20, 2026

Reports to: Director of Marketing & Communications/Athletic Director

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## **THE OPPORTUNITY**

Wilbraham & Monson Academy (WMA) seeks an energetic and experienced professional for a dual role combining the responsibilities of Assistant Director of Marketing and Head Coach for Girls Varsity Lacrosse. This position leads and assists in the creation and execution of all marketing and social media projects that promote the Academy to prospective students, while also building a competitive lacrosse program and contributing to institutional enrollment goals through family relationship management and athletic recruitment.

The Assistant Director of Marketing position also serves as an advisor to 6–7 students.

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## **DUTIES AND RESPONSIBILITIES**

### **MARKETING**

#### **Marketing Campaigns**

Develop and implement marketing campaigns to promote the Academy on a local, regional and national level. Responsibilities include collaboration with the Dean of Enrollment Management and the Advancement Office.

#### **Social Media Management**

Administrator of Academy social media platforms (Facebook, Instagram, X, YouTube, LinkedIn); supervise the development and implementation of traditional and social media strategies to promote the Academy to prospective students.

#### **Videography and Photography**

Contribute to photography and video needs, including creation of social media and marketing projects. Assist or lead in video and photo project management.

#### **Academy World Magazine**

Collaborate as Associate Editor of Academy World, WMA's biannual alumni publication; attend editorial board meetings, contribute as a writer and assist in the editing process of the publication.

#### **"The Bell" Yearbook**

Co-lead the student-centered creation and production of The Bell, the Academy's annual yearbook.

#### **Brand Management and Messaging**

Will be active and consistent using the Academy Style Guide to strengthen and manage the brand throughout all responsibilities.

## **COACHING**

### **Girls Lacrosse Coaching Leadership**

- Serve as Head Coach for the WMA Girls Lacrosse program with responsibility for directing and coordinating all aspects of the varsity program.
- Prepare and conduct daily practices with comprehensive training programs, game strategies and seasonal planning to develop competitive excellence.
- Provide game day coaching and in-game leadership for all varsity competitions.
- Responsible for team transportation to and from away games, maintaining required supervision and safety standards.
- Supervise assistant coaches and coordinate coaching staff responsibilities and development.
- Monitor academic progress of all team members and support student-athletes in academic success.
- Responsible for submitting end of season evaluative comments for all student-athletes on the team.

### **Program Development and Strategic Leadership**

- Develop and implement a comprehensive Lacrosse program focused on competitive prominence within the New England region.
- Create appropriate practice plans, seasonal schedules, and long-term program development strategies.
- Maintain knowledge of all league policies, procedures and regulations.
- Work with the Director of Athletics to prepare practice and game schedules and coordinate facility usage.
- Ensure compliance with league regulations, safety protocols, and institutional athletic policies.
- Represent WMA professionally at all athletic functions and in interactions with parents, officials and community.

### **Student-Athlete Development and Support**

- Instruct and demonstrate skill sets and techniques necessary for individual and team achievement in Lacrosse.
- Enforce discipline policies while emphasizing sportsmanship, healthy lifestyles and character development.
- Support student-athletes with the college admission process and provide guidance on athletic recruitment opportunities.
- Foster effective working relationships with students, teachers, parents and school administrators.
- Maintain a safe environment and facilities for student-athletes at all times.
- Ensure appropriate rules and regulations regarding conduct of athletic activities are followed.

### **Athletic Recruitment and Program Promotion**

- Recruit talented lacrosse players through athletic recruitment networks, showcases, tournaments and relationship building with club coaches.
- Respond to requests from media and prospective student-athletes regarding program information and opportunities.
- Build and maintain relationships with club coaches, tournament directors and regional Lacrosse organizations.
- Attend lacrosse games, showcases, tournaments, and recruitment events to evaluate and recruit prospective players.
- Provide off-season program support and maintain year-round engagement with current and prospective student-athletes.

## **Administrative and Operational Management**

- Maintain necessary records and complete required paperwork in specified time and manner, including rosters and medical documentation.
  - Make recommendations regarding purchase of uniforms, equipment and supplies within budget parameters.
  - Coordinate transportation needs with the athletic department and ensure overall proper planning for away competitions.
  - Ensure medical and safety requirements are adhered to and maintain current coaching certifications.
  - Maintain confidential records and handle sensitive information with appropriate discretion.
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## **QUALIFICATIONS**

### **Education**

Bachelor's degree in Marketing or related field required.

### **Experience**

- 2–3 years of experience in a marketing or related field.
- Previous experience, or attendance, at an independent school is preferred.
- Minimum 3–5 years of lacrosse coaching experience at the high school, club or collegiate level.
- Collegiate level playing experience preferred.
- Athletic-recruitment experience highly preferred.

### **Required Technical Knowledge**

Must have working knowledge of:

- Social Media Platforms and Management tools: Facebook, Instagram, Twitter, YouTube, Canva and Later
- Google Suite: Gmail, Docs, Sheets, Calendar and Slides
- iMovie and other video editing software
- Word, Excel, PowerPoint: word processing, PDF creation and presentations

### **Coaching Certifications**

- Maintain current coaching licenses and certifications.
- CPR/First Aid certification required.
- Willingness to pursue additional coaching education and development.

### **Specialized Knowledge**

- Comprehensive understanding of lacrosse strategy, training methodologies and player development.
- Knowledge of athletic recruitment networks, showcase events and club lacrosse landscape.
- Understanding of the independent school environment and student-athlete experience.
- Familiarity with marketing principles, brand management and digital media strategy.

### **Skills and Abilities**

- Strong interpersonal, communication, analytical, and organizational skills.
- Excellent leadership and mentoring abilities with capacity to develop student-athletes.
- Strong relationship-building skills with diverse families and athletic communities.
- Ability to balance multiple priorities and manage seasonal workload variations.
- Flexibility to work evenings and weekends for both athletic and marketing responsibilities as needed.

## **Personal Characteristics**

- Professional demeanor with ability to represent WMA positively to athletic and marketing constituencies.
  - Genuine appreciation of adolescents and commitment to student-athlete development.
  - Results-oriented with focus on both athletic success and institutional brand advancement.
  - Collaborative approach with ability to work effectively across departments.
  - High energy and enthusiasm for working in a dynamic, multifaceted role.
  - Commitment to excellence in both coaching and marketing responsibilities.
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## **RESIDENTIAL LIFE RESPONSIBILITIES**

If living on campus, employees are asked to provide 1 night a week & 1 weekend a month of dorm supervision.

If living off campus, employees are asked to provide 4 weekends a year of activity duty/supervision.

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## **PHYSICAL REQUIREMENTS**

Ability to move around a multi-building campus, including traversing long distances, using stairs, navigating outdoor environments, and uneven terrain. Ability to bend, stoop, kneel and reach above the head or below the waist. Must be able to lift, push, pull, or move materials and equipment weighing up to 35 pounds. Capable of standing and sitting for extended periods of time. Must be able to communicate effectively and visually observe and assess activities and inspect equipment, as well as the ability to use hands and fingers to operate office machinery.

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## **EQUAL OPPORTUNITY EMPLOYER**

It is our policy to prohibit discrimination and harassment of any type and to afford equal employment opportunities to employees and applicants, without regard for race, creed, religion, national origin, sex (including sexual orientation, gender identity, or expression), and pregnancy, age, physical or mental disability, genetic information, or veteran status. WMA values diversity and encourages candidates from all backgrounds to apply.

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## **ACCOMMODATION**

External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by the Administration on a case-by-case basis.

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## **DIRECT REPORTS**

Assistant Lacrosse Coaches (if applicable)

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## **JOB TYPE**

Full-Time, Salaried Exempt. Salary Range: \$60,000-\$80,000. This is a 12-month position.

The Director of Marketing should expect to be in the office during academic year workdays and during the summer-hours workday for the equivalent of full-time presence. This position comes with four weeks of paid vacation each year, which must be approved in advance by the Director of Marketing & Communications.

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## **APPLICATION PROCESS**

Please email your resume directly to [HRTeam@WMA.us](mailto:HRTeam@WMA.us) with the subject Assistant Director of Marketing/Girls Lacrosse Coach WMA. Applications are reviewed on a rolling basis.