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## **Social Media Coordinator**

The Social Media Coordinator reports to and assists the Director of Marketing & Communications with all segments of the organization's marketing/communications programs and online efforts. The Social Media Coordinator is responsible for developing, coordinating, and implementing the organization's social media marketing efforts including content strategy, developing brand awareness, generating inbound traffic and cultivating leads. The Social Media Coordinator keeps the social media marketing efforts organized and presents information in a well-thought manner.

Bachelor's Degree required. 3 to 5 years' experience preferred as well as strong organizational skills and knowledge of primary social media platforms, SEO best practices and new and emerging technologies and their benefits.

Competitive compensation and benefit package. Please send your resume to:

LEDA/Visit Lubbock

Attn: Katy Christy

1500 Broadway, Sixth Floor, Lubbock, TX 79401

or email to [katy@marketlubbock.org](mailto:katy@marketlubbock.org)

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