



Lubbock Economic Development Alliance (LEDA) and its affiliated organizations are seeking a creative, detail-oriented **Graphic Designer** to help tell the Lubbock story through compelling visual design. From economic development and tourism to sporting events and community activities, this position will create work that informs, inspires, and elevates our brands across print and digital formats. The ideal candidate has a strong eye for design, enjoys collaboration with a team, and thrives on bringing ideas and marketing campaigns to life.

WHAT YOU'LL DO:

- **Design Marketing Materials:** Create engaging print and digital marketing pieces including brochures, advertisements, social media graphics, presentations, event signage, infographics, email graphics, and other promotional materials.
- **Support Marketing Campaigns:** Collaborate with the Marketing and Communications team to develop creative assets that support advertising campaigns, organizational initiatives, and special projects while maintaining consistent brand standards.
- **Manage Creative Projects:** Coordinate multiple design projects simultaneously, meet deadlines, organize project files, and help keep creative workflows running smoothly.
- **Maintain Brand Excellence:** Ensure all materials accurately reflect our organizations' visual identity through careful attention to design quality, consistency, proofreading, and production readiness.
- **Collaborate Across the Organizations:** Stay current on design trends and software, contribute creative ideas, and continually develop your design and production expertise.

WHAT YOU BRING:

- Bachelor's degree in Graphic Design, Visual Communications, Advertising, Marketing, Fine Arts, or a related field (or equivalent experience and portfolio).
- 3-5 years of professional, internship, or freelance design experience.
- Strong portfolio demonstrating creativity and technical ability.
- Proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
- Understanding of typography, layout, branding, and print production.
- Experience designing for digital marketing and social media.
- Excellent organization, time management, and proofreading skills.

- Ability to sit or stand for extended periods of time. Ability to lift/push/pull/carry up to 25 lbs.
- Experience in Canva, Premiere Pro, After Effects, Figma, or photography is a plus.
- Familiarity with the Lubbock area is a plus.

WHY JOIN OUR TEAM?

Our organizations are passionate about making Lubbock a place where businesses thrive, visitors return, sporting events succeed, and our community continues to grow. Every project you create helps tell that story. You'll join a collaborative, supportive team where creativity is valued, ideas are encouraged, and your work has a visible impact throughout our community.

BENEFITS AND OTHER INFORMATION:

- Medical, HSA, Dependent Care FSA, Dental, Vision, Life, Disability, 401k with Employer Contribution, generous PTO, Paid Holidays, and more.
- This is an in-person, full-time position. The work schedule is generally M-F from 8-5pm with occasional evenings and weekends required, as needed.

If you're ready to bring your creativity and design vision to help Lubbock's story to life, we want to hear from you! **To apply please email your resume to natalia@marketlubbock.org.**

LEDA is an Equal Opportunity Employer. A pre-employment drug test will be required.