



**LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™**

Visit
LUBBOCK™

Director of Marketing & Communications

The Lubbock Economic Development Alliance (LEDA) and Visit Lubbock are seeking a Director of Marketing and Communications to lead and execute innovative marketing campaigns that position Lubbock as a premier city to live, work, and visit. This role will shape a unified and strategic marketing vision that drives economic growth, attracts new businesses, and highlights Lubbock's exceptional quality of life. Additionally, you will oversee efforts to promote local tourism and hospitality, engaging both new and returning visitors while supporting Lubbock Sports' mission to attract and host sporting events. As a key leader, you will manage a marketing team, boost brand visibility, and communicate our mission with impact internally and externally.

Key Responsibilities:

- Develop and execute custom marketing and communication strategies for the retention and recruitment of business, workforce and to grow tourism and other Lubbock-centered initiatives and events.
- Concept and execute innovative and compelling marketing campaigns that drive sales and engagement.
- Collaborate with internal teams and external agencies to produce high-quality marketing materials.
- Build and maintain relationships with key stakeholders and the media.
- Mentor a creative team and manage marketing budgets and performance.

Qualifications:

- Bachelor's degree in marketing, communications, journalism or other applicable field required.
- 5-10 years of experience in marketing or communications. Supervisory experience preferred.
- Experience in strategic planning and execution using creativity on a variety of marketing platforms.
- Strong communication, leadership, and project management skills. Ability to work harmoniously with others.
- Ability to thrive in a fast-paced, goal-oriented environment.

Benefits & Other Information:

- Medical, HSA, FSA, Dental, Vision, Life, Long Term Disability, 401k with Employer Contribution, PTO, Paid Holidays, and more.
- This is an in-person, full time, salaried, exempt position. The work schedule is generally M-F from 8-5pm.

If you're ready to shape the future of Lubbock and drive community-focused marketing initiatives, we want to hear from you!

To apply please email your resume and cover letter to natalia@marketlubbock.org.

Visit Lubbock & LEDA are an Equal Opportunity Employer. A pre-employment drug test will be required.