



Lubbock Economic Development Alliance (LEDA) and its affiliated organizations are seeking a creative, highly organized **Marketing Specialist** to support marketing initiatives that promote Lubbock as a vibrant place to do business, live, work, and visit. This role supports the marketing department's efforts to promote Lubbock by helping maintain our websites, develop compelling content, and coordinate marketing activities that showcase our community and support economic growth. The ideal candidate is a strong communicator who enjoys both the creative and technical sides of marketing, from managing website content and optimizing SEO to helping execute marketing campaigns and analyze performance data.

WHAT YOU'LL DO:

- **Website and Digital Content Management:** Maintain and update organizational websites, ensuring content is accurate, engaging and optimized. Manage website functionality, including plugins, forms, images, and event calendars. Monitor and maintain digital advertising landing pages. Track website performance and digital marketing metrics.
- **Digital Advertising & Creative Production:** Resize, adapt, and format digital ad sets, print ads, and marketing assets. Assist in the production of sales collateral templates and materials.
- **Project Coordination:** Manage marketing projects within the department's project management system. Coordinate communication between internal teams, vendors, and partners to ensure successful project completion.
- **Marketing Campaign Support:** Assist with planning and executing marketing campaigns for LEDA and Visit Lubbock. Develop engaging headlines and copy for digital ads, marketing materials, and online content. Maintain marketing task calendars.
- **Event & Organizational Support:** Assist with planning and promoting annual events. Support marketing efforts related to events, trade shows, and familiarization tours.

WHAT YOU BRING:

- Bachelor's degree in Marketing, Communications, Advertising, or related field.
- 2-4 years of marketing, communications, or digital content experience preferred.

- Experience managing website content and working with website hosting or content management platforms.
- Strong understanding of SEO best practices and digital marketing analytics.
- Experience using Google Analytics to monitor website performance and evaluate marketing effectiveness.
- Proficiency with Adobe Creative Suite, particularly Illustrator, InDesign and Photoshop.
- Excellent copywriting, editing, and proofreading skills with strong attention to detail.
- Strong organization and project management skills with the ability to manage multiple priorities and deadlines.
- Ability to work both independently and collaboratively within a team environment.
- Strong written and verbal communication skills.
- Familiarity with the Lubbock area is a plus.

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 some evenings and weekends required, as needed.

If you're ready to bring your creativity, strategic vision, and social media experience to help grow Lubbock's story and visibility, 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.