

## **Media and Public Relations Specialist – LEDA and Visit Lubbock**

Are you a communications pro with a passion for storytelling, media strategy, and creative collaboration? Do you thrive in a role where your work shapes public perception, drives visibility, and makes a real impact? If so, we'd love to meet you.

Lubbock Economic Development Alliance and Visit Lubbock are seeking a Media and Public Relations Specialist to join our team and help share the story of Lubbock with the world. From managing media outreach and press events to crafting compelling copy for a variety of channels, this role is a dynamic mix of strategy, creativity, and relationship-building.

### **Key Responsibilities**

#### **Media Relations and PR:**

- Serve as the main point of contact for the press and media partners.
- Write and distribute press releases, manage press coverage, and develop proactive story ideas.
- Plan and execute press conferences, media visits, and travel writer trips.
- Pitch story ideas to journalists and travel writers.
- Collaborate with PR firms and marketing partners to host influencers and secure impactful placements.

#### **Content Development and Copywriting:**

- Write and edit content for blogs, publications, digital campaigns, presentations, and print materials.
- Contribute to the creative direction of both written and visual communications.
- Assist in the creation of presentations and marketing collateral using tools like Adobe Creative Suite and Canva.

#### **Marketing Support and CRM Maintenance:**

- Update and track marketing activities using project management and CMS tools.
- Track PR efforts, input travel writer itineraries, and maintain accurate records of promotional outreach.

#### **Industry Engagement:**

- Attend relevant trade shows, conferences, and media missions to build awareness of Lubbock as a destination.
- Foster relationships with community partners and tourism stakeholders to support cross-promotional opportunities.

## What We're Looking For

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- 2-5 years of professional experience in media relations, communications, or public relations (preferably in tourism or economic development).
- Strong writing, editing, and proofreading skills with a sharp attention to detail.
- Proficiency in Adobe Creative Suite, Microsoft Office, and content management platforms (WordPress a plus).
- A self-starter with strong organizational skills and the ability to manage multiple priorities in a deadline-driven environment.
- Knowledge of the Lubbock area or a genuine enthusiasm for learning and promoting it.

## Why Join Us

You'll be part of a collaborative and creative team working to elevate Lubbock's visibility, reputation, and economic impact. Whether it's hosting travel writers from across the country or developing a pitch that lands a feature in national media, your work will help shape how the world sees our city.

If you're ready to roll up your sleeves, craft compelling stories, and grow your career in a purpose-driven environment — we're ready for you.

## Benefits and 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 based in Lubbock, TX. The work schedule is generally M-F from 8-5pm with some evenings and weekends required, as needed.

## Apply Today

Please send your resume, writing samples, and a brief cover letter highlighting why you're a great fit for the role to [natalia@marketlubbock.org](mailto:natalia@marketlubbock.org).

*LEDA and Visit Lubbock are Equal Opportunity Employers. A pre-employment drug test will be required.*