



Lubbock Economic Development Alliance (LEDA) and Visit Lubbock are seeking a **Director of Marketing and Communications** to lead innovative marketing campaigns that position Lubbock as a premier city to live, work, and visit. This role will shape a strategic marketing vision that drives economic growth, attracts new businesses, promotes tourism, and draws conventions, meetings and sporting events to Lubbock. As a key leader, you will manage a marketing team, boost brand visibility, and communicate our mission with impact internally and externally.

KEY RESPONSIBILITIES:

- **Strategic Marketing and Communications Leadership:** Develop and implement integrated marketing and communications strategies that advance business retention and recruitment, workforce development, tourism, and other Lubbock-centered initiatives. Align campaigns with organizational goals, brand standards, and community priorities to maximize visibility and impact.
- **Creative Campaign Development:** Conceptualize and execute innovative and compelling marketing campaigns that drive sales and engagement.
- **Collaboration and Production Oversight:** Partner with internal teams, external agencies and vendors to produce cohesive, high-quality marketing materials. Ensure consistency of messaging, creative direction, and timelines across all platforms and audiences.
- **Public Relations and Stakeholder Engagement:** Build and maintain relationships with media, business leaders and community partners. Serve as a spokesperson, ensuring a consistent, positive representation of our organizations and the city.
- **Team Leadership:** Lead and mentor a marketing team. Build a collaborative and supportive team culture, fostering professional growth and innovation to achieve strategic objectives.
- **Budget and Vendor Management:** Oversee departmental budgets, vendor contracts and performance metrics. Ensure responsible resource allocation and track outcomes to support organizational goals.

WHAT YOU BRING:

- **Education:** Bachelor's degree in marketing, communications, journalism or other applicable field required.
- **Marketing Experience:** 5-10 years of experience in marketing or communications. Experience in strategic planning and execution using creativity on a variety of marketing platforms.
- **Management Experience:** 3-5 years of progressive management experience supervising and developing a team. Proven experience managing departmental operations and budgets. Demonstrated success in managing vendor contracts. Experience reporting to executive leadership.
- **Tech Savvy and Data Driven:** Hands-on experience using CRM and automation tools, CMS and analytics platforms, social media management systems, and creative design software. Skilled in leveraging performance data to measure ROI and campaign impact.
- **Communication:** Strong communication, leadership and project management skills. Ability to work harmoniously with others and effectively articulate marketing strategies and results to team members, directors, the executive team, and Board of Directors.
- **Goal-Oriented:** Results-driven mindset with the ability to set, prioritize and achieve objectives. Ability to oversee projects from inception through completion while managing multiple initiatives simultaneously.
- **Positive Attitude:** Enthusiastic, self-starter, and ready to hit the ground running.

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. The work schedule is generally M-F from 8-5pm with some evenings and weekends required, as needed.

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.**

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