**Position:** Director of Development and Marketing

**Organization:** Lubbock Entertainment and Performing Arts Association (LEPAA)

**Department:** Development and Marketing

**Reports To:** Chief Advancement Officer (CAO)

**Position Type:** Full-Time/Exempt

**Location:** Office/Hybrid

**Position Summary**

LEPAA seeks a dynamic Director of Development and Marketing to lead our efforts in fundraising, grants management, and marketing strategies, including the execution and support of the Premium Seat License (PSL) program. This pivotal role involves collaborating with the staff at Buddy Holly Hall and ASM Global to amplify LEPAA’s mission and enhance its impact on the performing arts community. The Director will develop and implement comprehensive strategies to increase financial support and elevate LEPAA’s visibility in Lubbock and beyond.

**Essential Duties and Responsibilities**

* **Development and Fundraising:** Design and execute fundraising plans that include annual giving, major gifts, corporate sponsorships, planned giving, and grants management, aiming to expand LEPAA’s financial resources.
* **Grants and Foundation Relations:** Manage and cultivate relationships with foundations and grant-making entities, overseeing the application and reporting processes to secure and maintain funding.
* **Preferred Seat License (PSL) Program:** Support the development and implementation of the PSL program, ensuring its alignment with LEPAA’s fundraising goals and donor satisfaction.
* **Marketing Strategy:** Lead marketing efforts to promote LEPAA’s mission, programs, and events, developing materials and campaigns that engage the community and enhance the organization’s brand presence.
* **Collaboration and Partnership:** Work in close partnership with Buddy Holly Hall staff, ASM Global, and other stakeholders to align marketing and development efforts with operational goals and community engagement initiatives.
* **Team Leadership:** Guide and support the development and marketing team, fostering an environment of collaboration, innovation, and strategic thinking.

Qualifications

* **Minimum:** Bachelor’s degree in Marketing, Communications, Business Administration, or a related field, coupled with substantial experience in development, fundraising, and marketing within a nonprofit setting.
* **Preferred:** Direct experience with grants management, capital campaign support, and familiarity with ASM Global’s operations. A robust network within the philanthropic and arts communities is highly advantageous.

**Work Environment/Other**

This position offers a hybrid work model and requires flexibility for some evening and weekend commitments, essential for shaping LEPAA’s future and the cultural scene in Lubbock.

**About the Organization**

LEPAA, a 501(c)(3) nonprofit, is dedicated to enriching the cultural and artistic life of Lubbock and the surrounding region. Through The Buddy Holly Hall of Performing Arts and Sciences and its collaboration with ASM Global, LEPAA seeks to create a vibrant community where the arts thrive.

**About Buddy Holly Hall**

Buddy Holly Hall of Performing Arts and Sciences stands as a beacon of artistic and cultural engagement in Lubbock. This state-of-the-art facility, managed in partnership with ASM Global, hosts a diverse array of performances, educational programs, and community events. Designed to honor the legacy of rock ‘n’ roll legend Buddy Holly, the Hall serves as a hub for the performing arts, enriching the cultural life of the South Plains region.

**About Lubbock, TX**

Lubbock, Texas, known as the “Hub City,” is the economic, educational, and cultural heart of the South Plains. With its rich musical heritage, vibrant arts scene, and dynamic community spirit, Lubbock offers a unique blend of traditional values and contemporary innovation. Home to Texas Tech University, Lubbock boasts a lively student population, extensive educational resources, and a strong sense of community, making it an ideal place to live, work, and play.

**To Apply**

Submit a resume and cover letter highlighting your advancement, grant management, and partnership experience to [insert]. LEPAA is an equal opportunity employer, committed to diversity and inclusion.

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