

Position Title: Director of Marketing
Job Type: Full-Time, Benefit Eligible
Department: Advancement
Reports To: Chief Advancement Officer (CAO)
Location: Lubbock, Texas

Buddy Holly Hall Center for the Performing Arts

Position Overview:

The Director of Marketing will play a pivotal role in driving Buddy Holly Hall's (BHH) growth and visibility through strategic marketing and community engagement efforts. The Director, a creative and results-driven leader, will design and implement comprehensive marketing plans that align with BHH's mission and strategic objectives, while also spearheading initiatives to expand financial support through a diverse range of fundraising channels. The director will ensure cohesive development and operational strategies are developed and executed. By fostering an innovative, collaborative environment, the Director will elevate BHH's profile, drive community engagement, and strengthen its financial foundation for future growth. Additionally, this position will work in collaboration with the dir. of sales and marketing for Legends which is the operator for Buddy Holly Hall.

Essential Duties and Responsibilities:

- A commitment to building increased revenue streams through the Advancement Office efforts.
- Provide access to the arts, entertainment, and education.
- An ability to design and implement integrated marketing and fundraising strategies that align with BHH goals.
- A creative approach to digital marketing and storytelling.
- Experience in campaigns, annual giving, major gifts, corporate sponsorships, planned giving, and others as needed.
- Strong skills in creating and managing advancement marketing materials
- Ability to communicate the mission and programs.
- An ability to build and maintain relationships with external partners, sponsors, foundations, and internal teams.
- Expertise in the promotion and marketing of events that drive attendance and foster community involvement.

- Skill in leading digital marketing initiatives, including social media strategies, to engage audiences, and increase online visibility.
- Implementation and execution of strategies.
- Proficiency in budgeting, tracking revenue, and managing financial resources related to marketing and fundraising activities; and an ability to assess marketing and fundraising effectiveness using data analytics and performance metrics to optimize campaigns.

Education and Experience:

- A bachelor's degree in marketing, communications, or a related discipline or an equivalent combination of education and experience, accompanied by at least three-five years' experience in marketing management within a nonprofit or arts setting, is preferred, but not required, for this position.
- The Buddy Holly Hall for the Performing Arts and Sciences will consider candidates with a broad range of backgrounds.
- If you are excited about this role and feel that you can contribute to BHH, but your experience does not exactly align with every qualification listed above, we encourage you to apply at:

Mike Hutchison, CAO
mikehutchison@buddyhollyhall.org

Please include:

1. Letter of Interest
2. Resume

ALL INQUIRIES WILL BE HELD IN CONFIDENCE.