

Development & Marketing Manager

Reports to: Executive Director

Classification: Full-Time, Exempt



Position Summary

Ballet Lubbock seeks a Marketing & Development Manager. This position requires attention to detail, familiarity with organizational management, and a friendly disposition. The Marketing & Development Manager works a Monday through Friday schedule with some weekend and evening work required.

The mission of Ballet Lubbock, a 51-year-old not-for-profit, is to change lives. We view our classical ballet curriculum for ages three through adult, three-production performance season, and community engagement initiatives in local schools and hospitals as a means to transform our community – providing life skills and meaningful experiences to last for generations. Ballet Lubbock's move into Buddy Holly Hall combined with a significant budget expansion has presented many exciting opportunities and challenges embraced by Ballet Lubbock stakeholders, and we look forward to working with our community to design and implement engaging programming.

The Development and Marketing Manager is responsible for promoting Ballet Lubbock's programs, performances, and community initiatives through strategic marketing, branding, communications, and development support. This role develops and implements campaigns, manages digital presence, cultivates media relationships, and ensures cohesive branding across all platforms while supporting development and donor engagement efforts.

Key Responsibilities

Marketing Responsibilities

- Plan and execute campaigns for Fall Enrollment, Spring Enrollment, Summer Workshops, Encore, The Nutcracker, and Spring Performance.
- Oversee website content and functionality.
- Develop and produce brand materials (print, digital, TV, apparel, invitations)
- Uphold existing and develop new community and corporate relationships.
- Attend public events and represent the Ballet in professional organizations; speak on behalf of Ballet Lubbock at events and by invitation.
- Oversee design, marketing, promotion, delivery, and quality of programs, services, campaigns, and materials.
- Negotiate vendor contracts to support production and marketing activities.

- Encourage community performances and engagements that promote and elevate Ballet Lubbock's brand.
- Serve as a resource and leader in all social, digital, and traditional efforts.

Media and Public Relations

- Pitch stories, distribute press releases, and manage media advisories.
- Maintain strong relationships with creative partners (videographers, graphic designers, printers).
- Manage digital and social presence, both organic and paid.

Development Responsibilities

- Assist the Executive Director and Board with development and implementation of the Development Plan to reach fundraising goals.
- Assist the Executive Director and Capital Campaign Committee with all aspects of campaigns (proposal writing, reports, acknowledgments, stewardship, communications, committee planning, and documentation).
- Assist with special events, ensuring budgets and goals are met.
- Coordinate scheduling of cultivation and solicitation calls with individuals, foundations, and corporations.
- Prepare letters, proposals, and support documents for solicitation and follow-up.
- Assist with the identification and training of key leadership for development programs.
- Develop and maintain prospect lists and oversee donor database management.
- Develop and implement communication strategies to cultivate and steward relationships with parents, funders, and prospects.
- Play an integral role in increasing the number of donors and the average gift size.

Minimum Qualifications

Education and Experience

- Bachelor's degree in Marketing, Communications, Arts Administration, or related field. A combination of education and experience may be substituted.
- Minimum 3–5 years of professional marketing or communications experience, preferably in the arts or nonprofit sector.
- Experience with campaign management and digital advertising.
- Preferred experience: Adobe Creative Suite, Wordpress, Meta, Ortto, Bloomerang CRM & Fundraising

Skills and Attributes

- Strong written and verbal communication skills.
- Excellent organizational and project management abilities.
- Ability to manage multiple priorities and deadlines.

- Creativity and a keen eye for branding consistency.
- Hands-on, cooperative, and creative leadership style.

Physical Requirements

- Prolonged periods sitting at a desk and working on a computer.
- Ability to lift up to 25 lbs for marketing materials and event setup.
- Ability to work evenings and weekends as needed during productions or events.

Compensation and Benefits

The offered salary range is \$55,000+, with health and dental benefits, generous vacation package, and professional development support.

To Apply

Please submit a cover letter, resume, and three professional references to Executive Director Helen Duncum at helen@balletlubbock.org. Optional attachments: a writing sample. Applications will be reviewed on a rolling basis until the position is filled.

Ballet Lubbock provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.