



Director of Marketing and Communications

eXplore Lawrence
Lawrence, KS

Position Title: Director of Marketing and Communications

Company: eXplore Lawrence

Location: Lawrence, KS

Functional Area: Marketing, Communications, Public Relations

Reports to: Exec. Director

Employment type: Full-time

Education Required: Four-year related degree (or equivalent experience)

Experience Required: Five (5) years of progressively responsible experience in public relations, communications, marketing, or journalism is required.

Hospitality or Tourism Industry experience is preferred.

Salary Range: \$60,000 - \$69,000 / yr + bonuses

Explore Lawrence Mission & Vision

Mission: eXplore Lawrence benefits the local economy by attracting diverse visitors, groups, and events to the City.

Vision: eXplore Lawrence celebrates Lawrence and Douglas County as an unmistakable destination known for its unique identity, inclusive community, and unforgettable visitor experiences.

Marketing and Communications Mission

eXplore Lawrence builds the tourism economy in Lawrence by increasing the number and diversity of visitors through innovative, creative, and welcoming marketing and communications strategies.

POSITION SUMMARY:

Direct, develop, oversee, and manage all marketing, public relations, media, and communications efforts of eXplore Lawrence. Promote and create awareness of the City of Lawrence as a premier visitor and meeting destination to all aspects of the media, meeting planners, business, and leisure travelers. Serve as lead public relations liaison for eXplore Lawrence. Communicate the hospitality industry's importance, value, and economic impact and eXplore Lawrence's role to the local community.

ESSENTIAL DUTIES AND TASKS TO INCLUDE

- A strong, visionary, out-of-the-box thinker with the ability to lead and inspire the marketing team to be highly effective and productive.
- Develop and oversee the implementation of the marketing strategies necessary to build overnight visitation and increase the economic impact of tourism in Lawrence, KS.
- Management of the Unmistakably Lawrence Brand and responsible for brand and messaging consistency across all platforms.
- Establish, cultivate, and maintain good working relationships with local, regional, national, industry, consumer, and trade media representatives on behalf of eXplore Lawrence.



- Develop and maintain a strong, working knowledge of marketing trends, consumer trends, visitor research data, and technology.
- Supervise eXplore Lawrence's digital efforts, including digital advertising, website development, and social media, to ensure high quality is maintained and EL is excelling among its competitive set.
- Create and manage annual marketing, PR, and Visitor Center budgets.
- Demonstrate the proven value of PR initiatives by tracking coverage in print, broadcast, and online; and calculate media/advertising impressions/value for reporting to the Board of Directors.
- Manage Marketing Department vendors and services, ensuring all remain within budget requirements.
- Creation and distribution of press releases on behalf of EL and other stakeholders.
- Supervise branding efforts, content calendar, and the creation and distribution of all digital marketing assets, including but not limited to e-newsletters, advertising (digital and print ads), blogs, videography, photography, digital magazines, and more.
- Oversee the creation of the annual Visitors Guide and other print collateral.
- Manage internal processes and procedures within the marketing team and across the bureau.

COMPETENCIES

- A strong, visionary, out-of-the-box thinker with the ability to lead and inspire the marketing team to be highly effective and productive.
- Excellent interpersonal, writing, and communications skills and the ability to conduct effective group meetings and presentations.
- Proven ability to evaluate market research and analytics to meet the changing market and competitive conditions.
- Excellent time management skills.
- Able to manage projects on budget and deadline.
- Ability to be flexible and resourceful as needs require.
- Ability to work occasional weekends and evenings as needed.

SUPERVISORY RESPONSIBILITIES

- Supervise the EL marketing team and Visitor Center Manager, including setting performance expectations.
- Supervise Visitor Center operations and merchandise development.

WORK ENVIRONMENT

This is a full-time position, and typical hours of operation are Monday through Friday, 8:30 am to 5:00 pm, with a flex schedule and remote work options available. This job operates in a professional, open-officed environment in Downtown Lawrence.

OTHER DUTIES

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job.

eXplore Lawrence is an equal-opportunity employer with an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals regardless of race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national



origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.

eXplore Lawrence offers an exciting opportunity for qualified, career-motivated professionals and provides competitive compensation and the chance to work with talented people in a successful and pleasant environment.

Applications will be accepted through September 8, 2023

Please send a cover letter and resume to Kim Anspach: kanspach@explorelawrence.com



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