



Director of Marketing

Lawrence, KS

Position Title: Director of Marketing

Company: eXplore Lawrence

Location: Lawrence, KS

Functional Area: Marketing, Brand Management, Digital Strategy

Reports to: Exec. Director

Employment type: Full-time

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

Experience Required: At least five (5) years of progressively responsible experience in marketing, public relations, or media communications, preferably in the tourism, destination marketing, hospitality, or public sector.

Experience planning media visits, working with influencers or digital creators, and working in the Hospitality or Tourism Industry is preferred.

Salary Range: \$61,000 - \$69,000 / yr

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:

This position is responsible for determining all marketing functions required to promote Lawrence, KS as a destination and increase the visibility of Lawrence, KS hotels, restaurants, and attractions to current and potential leisure and business travelers, meeting professionals, and conference planners. Responsibilities include planning, developing, implementing, and reviewing the marketing and digital strategies of the Unmistakably Lawrence brand, reviewing and reporting marketing analytics, digital asset management, website and CMS management, Digital advertising, and social media strategy development.

ESSENTIAL DUTIES AND TASKS TO INCLUDE

- Lead the day-to-day activities of the marketing team to ensure objectives are met
- 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 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.
- Coordinate and host familiarization (FAM) tours and media visits by travel writers, influencers, and content creators to promote Lawrence as a travel destination and measure the ROI.
- 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, and ensure high quality is maintained and EL excels in its competitive set.
- Create and manage annual marketing budgets.
- Demonstrate the proven value initiatives by tracking print, broadcast, and online coverage, 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
- Supervise branding efforts, content calendar, and 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.
- Creation of the annual Visitor Inspiration Guide.
- Manage internal processes and procedures within the marketing team and across the bureau.

Required Qualifications

We're looking for a dynamic, experienced leader who brings creative vision and practical marketing expertise to our team. You should have:

- A Bachelor's degree in marketing, communications, public relations, hospitality/tourism, or a related field
- At least 5 years of professional marketing experience
- Demonstrated success in developing and executing integrated marketing campaigns and managing brand consistency
- Hands-on experience with digital strategy, social media, web content management (CMS), and analytics/reporting tools
- Strong project management skills and ability to manage budgets, timelines, and teams
- Excellent communication, writing, and interpersonal skills
- Willingness to work occasional evenings/weekends and travel as needed

Preferred Qualifications

We'd love to see:

- Experience working in the destination marketing, tourism, or hospitality industry
- Familiarity with CRM platforms, media relations, and managing influencer/FAM tour programs
- Experience with creative asset development, including print, video, and photography workflows
- A passion for community storytelling and connecting with diverse audiences



SUPERVISORY RESPONSIBILITIES

- Supervise the EL marketing team, including setting performance goals

WORK ENVIRONMENT

This is a full-time position, and typical hours of operation are Monday through Friday, 8:30 a.m. to 5:00 p.m. A flex schedule and remote work options are available. The job operates in a professional, open-office 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 required of the employee for this job.

eExplore 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.

eExplore 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.

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

Applications will be accepted through 8/24/25