



DIRECTOR OF DEVELOPMENT AND MARKETING
LUBBOCK ENTERTAINMENT AND PERFORMING ARTS ASSOCIATION
HYBRID LOCATION – LUBBOCK, TEXAS



Aspen Leadership Group is proud to partner with the Lubbock Entertainment and Performing Arts Association in the search for a Director of Development and Marketing.

The Director of Development and Marketing will play a pivotal role in driving the Lubbock Entertainment and Performing Arts Association's (LEPAA) growth and visibility through strategic marketing, fundraising, and community engagement efforts. The Director, a creative and results-driven leader, will design and implement comprehensive marketing plans that align with LEPAAs mission and strategic objectives, while also spearheading initiatives to expand financial support through a diverse range of fundraising channels. The Director will oversee key relationships with foundations and grant-making entities, lead impactful marketing campaigns, and collaborate closely with both internal teams and external partners, including Buddy Holly Hall and ASM Global, to ensure cohesive development and operational strategies. By fostering an innovative, collaborative environment, the Director will elevate LEPAAs profile, drive community engagement, and strengthen its financial foundation for future growth.

Lubbock Entertainment and Performing Arts Association, a nonprofit organization with oversight of the world-class Buddy Holly Hall in Lubbock, Texas, is dedicated to building community through extraordinary experiences, creative collaboration, and inclusive access to the arts, entertainment, and education. Partnerships with Lubbock Independent School District, Texas Tech University, Ballet Lubbock, Lubbock Symphony Orchestra, The Buddy Holly Educational Foundation, and others ensure arts education remains a priority for students of all ages. LEPAAs envisions a community where *every* person experiences the transformative power of the arts.

Imagine a gift to the community, funded by the community, so incredible that it forever changes the landscape of entertainment, education, and economic impact across the South Plains. The Buddy Holly Hall of Performing Arts and Sciences is a 220,000 square foot performing arts and education campus, privately owned, and operated by LEPAAs and privately funded through the generosity of individuals, corporations, and foundations. Located in downtown Lubbock, The Hall boasts two theaters, events space, a full-service restaurant, and a 22,000 square foot pre-professional ballet school. The Buddy Holly Hall is a cultural hub of Lubbock and a cornerstone of downtown revitalization.

The possibilities of education outreach through LEPAAs and The Buddy Holly Hall are exciting and endless. Currently, LEPAAs supports four primary education initiatives, helping ignite the arts in youth and adults of all ages in the community. The Buddy Holly Songwriters Retreat is a week-long retreat during which writers breakup into small groups to collaborate with mentors through the creative process of songwriting. Each evening, the groups come back together for great local cuisine, and share the songs written during the day. The public are invited to be the first to hear the best-of-the-best songs written during the week at a special Friday night showcase held at The Buddy Holly Hall of Performing Arts and Sciences.

The Buddy Holly Songwriters Retreat cultivates aspiring songwriters through sights, landscapes, and the friendly folks that make up the West Texas culture that inspired Buddy Holly himself. At the end of the retreat, participants will have collaborated with mentors to further refine their songwriting creative process.

The Staging the Future Program (STF) at The Buddy Holly Hall enables economically disadvantaged school children to experience live theater and access performing arts education opportunities. The program is funded through generous donations from the Broadway season ticket holders, American Theater Guild (ATG), and other donations and grants. For the 2022/23 season, LEPAAs exceeded its goal of sending 1,000 youth to see performances of Dear Evan Hansen, Legally Blonde, Hamilton, and Cirque Dreams Holidaze.

Lubbock Independent School District and LEPAAs partner to present Theater Camp at Buddy Holly Hall each June. Lubbock ISD performing arts teachers lead the approximately 100 elementary, middle, and high schoolers who attend the week-long camp. The camp is offered to students at a very low cost for the entire week, with scholarships available for those students in need. In 2023, campers had the unique opportunity to meet and visit with professional artists and technicians from Disney's Lion King Broadway production. Each year, theater camp allows students to refine skills in all elements of theater—costuming, acting techniques, special effects, lighting, and set design. The conclusion of the camp includes a showcase of student performances.

LEPAAs also partners with the West Texas Kodály Initiative (WTKI), Lubbock ISD Fine Arts, and Texas Tech University Talkington College of Visual and Performing Arts School of Music to provide on-going Kodály Method certification for area music educators. The Kodály Method to music education was created by composer Zoltan Kodály to offer a unified, singing-based curriculum to every child. Studies have shown that the Kodály method improves intonation, rhythm skills, music literacy, and the ability to sing in increasingly complex parts. Outside music, it has been shown to improve perceptual functioning, concept formation, motor skills, and performance in other academic areas such as reading and math. To be a fully endorsed, certified Kodály educator, teachers must successfully complete two weeks of graduate-level training each summer for three years.

Developing and enhancing the Lubbock cultural arts community for the betterment of the community is one of the pillars of LEPAAs's mission. The Lubbock Cultural Arts District has a tangible impact on both the local and state economy. Nearly 3,500 full-time jobs are supported by the arts in Lubbock within 51 arts organizations and the arts industry generates \$4 million in revenue for the local government. The work of the arts district allows 1.4 million people to attend local arts and culture events each year. Beyond Lubbock, the arts generate \$5.5 billion for the Texas economy and Texas' creative sector currently employs nearly 800,000 innovation workers in good, high paying jobs.

REPORTING RELATIONSHIPS

The Director of Development and Marketing will report to the Chief Advancement Officer, Paul Herring.

FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER AND CHIEF ADVANCEMENT OFFICER

At an exciting crossroads for the Lubbock Entertainment and Performing Arts Association and Buddy Holly Hall of Performing Arts and Sciences, we are seeking a Director of Development and Marketing poised to impact our future significantly. Reflecting our shared vision, LEPAAs is launching a pivotal capital campaign aimed at reducing debt and creating a sustainable business model, presenting a remarkable chance for transformative partnership during this dynamic period of growth.

Our mission — to captivate and engage our community with unparalleled entertainment, performing arts, and educational experiences — is at a crucial stage of evolution. With robust partnerships, including ASM Global and their food and beverage division, SAVOR, we stand ready to broaden our cultural impact in Lubbock. This opportunity beckons for a talented development and marketing professional passionate about the arts, skilled in strategic relationships, development, and marketing, to play a key role in sculpting our future at this potent time of opportunity.

Your role will be vital in partnering with us to guide our capital campaign and enhance partnerships that further our mission. Working closely with ASM Global, SAVOR, and leveraging the extraordinary community support we receive will be key. Our collaborations with significant partners such as the Lubbock Independent School District, Ballet Lubbock, Lubbock Symphony Orchestra, and Texas Tech University highlight the deep community engagement and support propelling our efforts.

This is an invitation to those who see the immense potential this moment holds for LEPA and Buddy Holly Hall. If you are inspired by the transformative power of the arts, and ready to join forces with a dedicated team and community, your contributions will be both meaningful and highly valued.

—Jeff Hunsinger, President and Chief Executive Officer and
Paul Herring, Chief Advancement Officer

LUBBOCK ENTERTAINMENT AND PERFORMING ARTS ASSOCIATION'S VALUES

The Lubbock Entertainment and Performing Arts Association values the transformative power of the arts and is committed to bringing the arts to everyone. It values and invests in the community by providing inclusive access to arts, entertainment, and education. It values creative collaboration, and the positive impact collaboration has throughout the community. LEPA values and understands the critical importance of the next generation and the constituent parts of the organization, and it understands that success results from cooperation and shared purpose between its partners including Lubbock ISD, Ballet Lubbock, Lubbock Symphony Orchestra, Texas Tech University, and the BHH Educational Foundation. LEPA values its community, particularly those who engage with it in its mission through the gracious gift of their valuable resource, be it time, money, or patronage.

PRIMARY RESPONSIBILITIES

The Director of Development and Marketing will

- design and implement marketing plans that support LEPA's strategic objectives, fundraising initiatives, and efforts to engage the community;
- design and execute fundraising plans that include annual giving, major gifts, corporate sponsorships, planned giving, and grants management, and expand LEPA's financial resources;
- manage and cultivate relationships with foundations and grant-making entities, overseeing the application and reporting processes to secure and maintain funding;
- manage the creation of marketing materials and digital campaigns, ensuring the effective communication of LEPA's mission, upcoming programs, and events;
- liaise with Buddy Holly Hall personnel and ASM Global to unify marketing and development strategies with overarching development goals and operational strategies;
- support the development and implementation of the PSL program, ensuring its alignment with LEPA's fundraising goals and donor satisfaction;
- spearhead marketing efforts for LEPA events, including special events and the PSL program, boosting attendance and fostering community engagement;

- in coordination with Buddy Holly Hall team, lead social media strategy and digital marketing initiatives, optimizing LEPAAs online presence and engagement through innovative content and campaigns; and
- guide and support the development and marketing team, fostering an environment of collaboration, innovation, and strategic thinking.

LEADERSHIP

Jeff Hunsinger

President and Chief Executive Officer

Jeff Hunsinger was appointed President and Chief Executive Office of Lubbock Entertainment and Performing Arts Association in January of 2023. Hunsinger provides professional oversight to the organization, ensuring LEPAAs achieves its vision, mission, and strategic goals.

Hunsinger has more than 20 years of experience in nonprofit performing arts management and has served in leadership roles with the Phoenix Symphony, the Fort Wayne Philharmonic, and the Arkansas Symphony. Throughout his career, he has successfully led turnaround initiatives focused on improving finances, streamlining operations, and strengthening artistic programming.

Serving as General Manager for the Phoenix Symphony, Hunsinger played a critical role in the turnaround of the symphony. Changes included new fundraising initiatives and special events such as the Sound of Speed, Parties of Note, Savor the Symphony, and the New Year’s Eve Gala. New partnerships with Arizona State University, along with new health and wellness initiatives, like the Alzheimer’s Clinical Trials (studying the impact music has on stress levels of dementia patients), and Mind over Music, (an education program that utilized music as a catalyst to teach STEM curricula to improve education outcomes) are examples of innovative programs that were critical to the turn-around efforts.

After completing his degree at California State University, Chico, Hunsinger worked in recording arts and broadcasting for several organizations including The Aspen Music Festival and School, The Edgar Stanton Recording Institute, the Banff Centre for the Arts, New Orleans Jazz and Heritage Festival, The French Quarter Festival, WWOZ 90.7 FM, Dempsey Film Group, ESPN Sports, and National Public Radio’s Performance Today. He was responsible for the recording, broadcasting, and video production of national and international artists, as well as audio production for film, news, and television.

A native of California, Hunsinger studied guitar and clarinet and received a bachelor’s degree in music with a focus in Recording Arts, Music Industry, and Business Administration from California State University, Chico.

Paul Herring

Chief Advancement Officer

Paul Herring joins the leadership team as Chief Advancement Officer, a newly created position to ensure the sustainability and growth of Buddy Holly Hall. Strengthening donor relationships, enhancing patron experience, and expanding community partnerships are key components of Herring’s responsibilities. Herring brings a proven track record of excellence in fundraising, with over \$650 million raised during his career in higher education. His tenure includes leadership roles at Texas Tech University, St. Mary’s University in San Antonio, University of Missouri-St. Louis, and Sul Ross State University, where he spearheaded transformative initiatives that enhanced institutional impact. A native of Hattiesburg, Mississippi, Herring received a bachelor’s degree in public relations/advertising from the University of Alabama.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Lubbock Entertainment and Performing Arts Association seeks a Director of Development and Marketing with

- a commitment to the mission of the Lubbock Entertainment and Performing Arts Association — to build community through extraordinary experiences, creative collaboration, and inclusive access to the arts, entertainment, and education;
- an ability to design and implement integrated marketing and fundraising strategies that align with LEPAAs goals;
- a creative approach to digital marketing and storytelling;
- experience in campaigns, annual giving, major gifts, corporate sponsorships, planned giving, and grant management;
- an ability to strategically manage a portfolio of donors and achieve financial results;
- strong skills in creating and managing marketing materials and digital campaigns that effectively communicate 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;
- strong leadership skills with experience managing, mentoring, and motivating a cross-functional team;
- an ability to fluidly switch focus between mechanics, systems, strategic planning, and the 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.

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

SALARY AND BENEFITS

The salary range for this position is \$80,000 to \$100,000 annually. LEPAAs provides employee benefits that include a health benefits plan (PPO) and generous paid time off.

LOCATION

This position is in Lubbock, Texas. The position is afforded the flexibility to opt into a hybrid work schedule that includes regularly scheduled hours in the Lubbock office along with an approved remote schedule. LEPA may alter location work requirements at any time. Occasional evening or weekend hours are required.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Lubbock Entertainment and Performing Arts Association as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit: [Director of Development and Marketing, Lubbock Entertainment and Performing Arts Association.](#)

To nominate a candidate, please contact [Tonya Malik-Carson.](#)

All inquiries will be held in confidence.