

Milwaukee Ballet's mission is to transform lives and connect communities through inspiring performance, community engagement, education and training.

Communication & Engagement Coordinator

Position Summary

The **Communication & Engagement Coordinator** is an integral role within Milwaukee Ballet's Advancement department, working directly as part of the Marketing team. This role serves as the primary conduit for patron communications and engagement touchpoints with ticket buyers, subscribers, donors, community partners, and school families. The coordinator is responsible for day-to-day management of social media profiles, email campaigns, and website updates.

This is an entry-level, full-time, exempt position with benefits and a salary range of \$40,000-\$45,000 annually.

Responsibilities

- Coordinate email communications and campaigns using Wordfly; includes creating email templates, developing versions for segmentation strategies, collecting content, and scheduling.
- Write and collect content for biweekly Company newsletter and internal monthly newsletter; provide support as needed for School and Development newsletters ensuring consistent messaging, brand, and overall communication strategy.
- Facilitate pre- and post-production email communications including surveys and subscriber emails.
- Coordinate non-digital engagement such as mail communication and in-theater touchpoints; may include thank you messages, welcome notes, personalized messages, and special offers.
- Oversee social media accounts and engagement: write copy and schedule content for Milwaukee Ballet and Milwaukee Ballet School & Academy profiles on Facebook, Instagram, LinkedIn, and TikTok.
- Coordinate the master social media content calendar and participate in brainstorming sessions regarding content and strategy.
- Increase social engagement by responding to user comments and messages on Milwaukee Ballet profiles while strategically interacting with other companies' or partners' content.
- Based on experience/ability, collaborate with and support Creative Content Manager in generating photo/video assets, especially short-form Reels and TikToks.
- Utilize Canva for basic design assets used in social posts/stories, emails, etc.
- Provide customer service support to patrons: monitor general email account and survey responses, and serve as a Milwaukee Ballet representative during performances and events.
- Maintain website ensuring content is up-to-date and accurate: build out pages, write webpage copy and meta descriptions, run regular audits, coordinate with departments on content needs, and ensure SEO best practices.
- Coordinate "In the Spotlight" blog: ideate ideas and schedule at relevant times, request and review guest blog requests, write and/or edit accordingly to SEO best practices, and select relevant imagery and video.
- Provide copywriting and copyediting support across a variety of documents, including direct mail, program books, promotional collateral, etc.
- Increase Milwaukee Ballet's area presence through collateral distribution, event attendance, and digital information upkeep.
- Build relationships with community partners fostering a spirit of collaboration and support for the performing arts sector.

Background & Qualifications

- Bachelor's degree or equivalent experience in marketing, communication, or comparable fields.
- Exceptional writing and editing skills.
- Proficiency in Microsoft Office Suite.
- Experience in Canva helpful.
- Experience with social media content generation preferable.
- A passion for the performing arts and nonprofit sector. Dance experience a plus.

Required Values & Qualities

- **Excellent Communication:** Can communicate effectively verbally or in writing, with the ability to adjust tone, voice, and style by topic or audience.
- **Organized & Detail-Oriented:** Can manage varying projects and tasks in a detailed and accurate manner.
- **Collaborative:** Able to participate in a cross-functional team, responding to others with positivity and support.
- **Personable & Service-Oriented:** Interacts and communicates with patrons with goal of establishing and building trusting, valued relationships.
- **Creative:** Is enthusiastic about brainstorming new ideas for content, strategy, and practices.
- **Reliable:** Can be counted on to follow through on projects and responsibilities independently.
- **Flexible:** Comfortable working some evenings and weekends, especially during performances.

About Milwaukee Ballet

Founded in 1970, Milwaukee Ballet is a leader in Wisconsin's arts and culture scene. Under the artistic leadership of Artistic Director Michael Pink, Milwaukee Ballet has become world-renowned for presenting bold new interpretations of story ballets, and cutting-edge contemporary works. Milwaukee Ballet is home to an international company of dancers and is one of a few companies in the nation with its own orchestra. Milwaukee Ballet School & Academy is the only professional dance school in the Midwest accredited by the National Association of Schools of Dance. Milwaukee Ballet's award-winning Community Engagement department serves more than 38,000 people in Southeastern Wisconsin through original, interactive programs.

Milwaukee Ballet is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

How to Apply

- Submit a cover letter and resume with three references (including two professionals who will not be contacted without approval of the candidate) via our [Application Portal](#).
- Successful applicants will be subject to a background check.

Date Posted: October 28, 2025