

DIRECTOR OF MARKETING

Position Summary

The Director of Marketing is an integral part of the Milwaukee Ballet leadership team and Advancement department, responsible for directing marketing and promotion of the Company, performances, School & Academy, and community engagement programming. The role develops and steers marketing strategy to maximize opportunities for earned and contributed revenue, public relations, and fulfillment of Milwaukee Ballet's mission.

The ideal candidate will have a passion for performing arts and be a creative thinker with strategic vision, leadership, and ability to align marketing goals with overall strategic objectives. This position reports to the Executive Director and manages the marketing team.

This is a **full-time, exempt position** with benefits.

Responsibilities

Leadership/Management

- Develop strategies and launch cohesive marketing campaigns in support of goals for overall revenue, performance attendance, School & Academy enrollment, community impact, and brand awareness.
- Collaborate closely with Development on patron engagement and communication strategies, while providing marketing support around fundraising campaigns and event promotion.
- Plan and execute annual subscription renewal and acquisition campaigns and single ticket initiatives.
- Project manage and direct campaigns; define and manage timelines, track and report on outcomes, direct research and analysis of marketing strategies.
- Create and manage marketing expense budget and provide direction on expense planning related to School & Academy, Community Engagement, Development, and Artistic marketing needs.
- Work closely with Executive Director to develop annual subscription and ticket goals exceeding \$2.5M.
- Effectively and charismatically represent Milwaukee Ballet leadership; serve as staff co-lead on Advancement Committee, attend events, performances, and Board meetings as required.
- Lead, motivate, and support team members, providing resources and development opportunities.

Communication, Media Relations, Branding

- Define organizational communication strategies, style, and voice relative to email marketing, website, social media, direct marketing, and more.
- Lead public relations efforts, serve as primary Milwaukee Ballet representative with media, build and maintain relationships with key contacts and agencies, coordinate media events and interviews.
- Strategize and shape messaging for campaigns, interviews, and stories, working across departments on angles, objectives, and opportunities.
- Direct all organizational media buying and advertising opportunities with external agencies.
- Optimize social and digital media, using timely, original, high-quality content.
- Monitor patron touchpoints, feedback, and opportunities to ensure best-in-class customer experience.

- Ensure cohesive representation and standards for Milwaukee Ballet and School & Academy brand across all public and internal channels.
- Increase regional and national awareness of Milwaukee Ballet and School & Academy.

Strategic Planning & Analysis

- Lead ticket pricing strategy, including discounting and demand pricing initiatives, in collaboration with ticket and data/analytics team members.
- Use key metrics and sales trends to guide strategies for subscription and single ticket sales.
- Define and assess opportunities for development of new and existing audiences.
- Oversee segmentation strategies and processes to optimize communication and marketing efforts.
- Steer data analysis and research projects around marketing effectiveness and engagement opportunities.

Background & Qualifications

- Bachelor's Degree and 5+ years direct relevant experience in marketing/communications, including 2+ years of supervisory experience.
- Performing arts experience is a plus; arts/culture, entertainment, and/or other customer experience focused industry is preferred.
- Expertise in social media and digital marketing, as well as traditional marketing channels.
- Exceptional written and verbal communication skills.
- Experience working in a fast-paced, multi-faceted environment, exhibiting strong organizational skills and ability to multi-task effectively.
- Proficiency with Microsoft suite and technical experience with email marketing and website platforms.
- Experience with design utilizing Adobe and/or Canva is a plus.

Required Values & Qualities

- **Innovative:** Regards challenges in new ways and works to develop creative solutions.
- **Reliable & Accountable:** Can be counted on to follow through and take ownership of projects and responsibilities
- **Positive Attitude:** Works well with others and responds with positivity to support colleagues.
- **Flexibility:** Comfortable working some evenings and weekends, especially during performances or events.
- **Excellent Communication:** Can communicate effectively with colleagues, vendors, board, students, parents and patrons.
- **Analytical Skills:** Can interpret and use data to drive strategy and goals.

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 the 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, 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: December 2025