



Full-Time Position Available – Marketing & Group Sales Associate

DESCRIPTION

The Marketing & Group Sales Associate is an integral part of the marketing department. Duties include implementing efforts to increase engagement among existing audiences, cultivating new audiences, and increasing and managing group sales.

SUMMARY OF RESPONSIBILITIES

- Manage and create email marketing campaigns.
- Manage an active social media presence, including Facebook and other platforms.
- Develop and execute a strategic group sales program.
- Collaborate with marketing team to identify, reach out and cultivate new audiences.
- Work closely with the marketing team on promotional campaigns, box office strategies and other efforts to increase ticket sales.

QUALIFICATIONS

- Excellent written and verbal communication skills
- Strong project management skills and ability to prioritize and manage multiple projects
- Organized, detail-oriented and creative
- Sales and customer service experience a major plus.
- Excellent people skills, a sense of humor, energy and drive
- Experience dealing with a wide variety of people in various situations in a polite yet direct fashion.
- Applicable experience in marketing, public relations, performing arts/non-profit administration, or sales

Salary: Dependent on experience
Starting date: As soon as possible
Reports to: Director of Marketing & Communications

To apply, email a cover letter with resume to:

Susan Heymann, Director of Marketing & Communications
Skylight Music Theatre
158 North Broadway
Milwaukee, WI 53202
SusanH@skylightmusictheatre.org

SKYLIGHT MUSIC THEATRE

Founded in 1959, Skylight is Milwaukee's professional Equity music theatre company and the largest employer of Wisconsin actors in the state. Skylight produces the full spectrum of music theatre ranging from blockbuster Broadway musicals to reimagined operas, and from exciting world premieres to contemporary off-Broadway hits. Skylight's mainstage home is the Cabot Theatre in the Broadway Theatre Center, which was built by Skylight in Milwaukee's Historic Third Ward in 1992. Considered to be one of Milwaukee's most beautiful theatres, the Cabot Theatre is based on the design of an 18th-century French opera house. Skylight Music Theatre marks its 62nd season in 2021-2022.

Skylight Music Theatre is a proud Cornerstone Member of the United Performing Arts Fund.