



Position Available Director of Marketing

SKYLIGHT MUSIC THEATRE

Founded in 1959, [Skylight Music Theatre](#) is Milwaukee's professional Equity music theatre company and the largest employer of Wisconsin actors in the state. We are Milwaukee's Home for Music Theatre--the only professional Milwaukee arts company devoted solely to music theatre. Skylight produces the full breadth 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. With just 350 seats it offers audiences great views of the performance and allows audiences to feel close to the action and emotion onstage. Skylight Music Theatre marks its 63rd season in 2022-2023. Skylight Music Theatre is a proud Cornerstone Member of the United Performing Arts Fund.

POSITION DESCRIPTION

The Director of Marketing will take a creative and collaborative approach to developing and implementing marketing program to support the mission of Skylight Music Theatre. This position is key to the continued financial and organizational strength of the Theatre. They are responsible for reaching revenue goals, increasing audiences, heightening visibility and promoting a positive image for Skylight Music Theatre and the Broadway Theatre Center.

SUMMARY OF RESPONSIBILITIES:

MARKETING

1. Consult with Executive Director in establishing revenue and ticket volume goals and in planning repertoire and performance schedules.
2. Develop subscription, group and single ticket structure and pricing.
3. Design and implement marketing campaigns, for both traditional and social media channels, including strategies, promotions, and timetables to meet goals.
4. Negotiate media buys and prepare advertising. Negotiate and oversee graphic design, photographic, video, web and print production services.
5. Identify and implement marketing opportunities in education programs.
6. Develop and analyze methodology to track ticket sales (responses to promotions, buying patterns, sources of sales, etc.) and evaluate efficacy of marketing strategies. Conduct audience research. Keep historical records and statistics and conduct analyses of trends.
7. Responsible for overseeing front of house (box office and house management).

REPORTING RELATIONSHIPS:

The Director of Marketing reports to the Executive Director and works closely with the Director of Communications and other members of the senior leadership team, Board of Directors. They supervise a Marketing Project Manager, an Audience Development Manager, Box Office Manager in addition to part time box office and front of house staff.

QUALIFICATIONS:

The ideal candidate is a self-starter with three to five years of demonstrated success in developing strategic marketing plans that include ticket revenue generation, communications, and audience development.

- A Bachelor's degree in Communications, Marketing, Sales, Advertising, Public Relations or similar is required. An unrelated degree with equivalent experience in a marketing setting will be considered.
- Experience working in a nonprofit or nonprofit arts setting is preferred, as is a working knowledge of southeastern Wisconsin's nonprofit arts landscape.
- Superior strategic thinking and planning skills are required.
- Excellent organizational, written, and communication skills are essential. Familiarity with MLA and Chicago citation styles a plus.
- Previous experience with CRM systems is required. Experience with Tessitura a plus.
- Basic ability in Adobe Creative Suite including InDesign, Illustrator, and Photoshop required.
- Ability to prioritize and excel at many different tasks in a fast-paced environment is necessary.
- Ability to collaborate effectively and respect the ideas of others is essential.
- Familiarity with the performing arts and performing arts management a plus.

Salary: \$45,000-\$55,000

Starting date: June 2023

Interested individuals should submit (email preferred) a cover letter with resume to:

Susan Varela

Executive Director
Skylight Music Theatre
158 North Broadway
Milwaukee, WI 53202
SusanV@skylightmusictheatre.org