



DIRECTOR OF MARKETING

Reports to: General Manager, Milwaukee Ballet

Location: Milwaukee, WI

Position Status: Full time, Exempt

Start date: As soon as possible

Mission: Milwaukee Ballet transforms lives and connects communities through inspiring performance, community engagement, and education and training.

Values: Excellence | Innovation | Inclusivity | Respect | Integrity | Accountability

POSITION PURPOSE

The Director of Marketing is a vital leader within the Milwaukee Ballet team. This person leads the development of Milwaukee Ballet's marketing, branding and public relations activities across the Company and School & Academy. The mission-drive role defines and executes strategies to increase Milwaukee Ballet's earned revenue. The role provides foundational support for the delivery of programs and growth goals across Milwaukee Ballet's 5-Year Strategic Plan. The Director of Marketing manages three full-time staff.

ESSENTIAL RESPONSIBILITIES:

- Developing marketing strategies to set, meet or exceed Milwaukee Ballet's performance revenue and attendance goals.
- Creating and implementing marketing strategies to support Milwaukee Ballet School & Academy's enrolment and growth goals.
- Forging effective working relationship with Artistic Director to ensure marketing strategies support delivery of his vision.
- Collaborating with Director of Development and Director of Community Engagement to develop strategies in support of their awareness and growth goals.
- Maximizing brand building opportunities presented by the move to our new home in Milwaukee's Third Ward (August 2019) and our 50th Anniversary Season (2019-20).
- Devising and using database and market research projects for ongoing marketing effectiveness.
- Charismatically representing Milwaukee Ballet on Board Committees, peer committees, at our events and engagements, in the community and with patrons and donors.

Strategic Planning, Analysis and Audience Development:

- Lead the development of ticket pricing strategy, including discounting and demand pricing initiatives, in conjunction with Ticket Director.
- Use key metrics and identify ticket sales trends to guide strategy, especially for subscription sales.
- Define and assess opportunities for development of new and existing audiences.
- Monitor cultural trends and peer organizations to identify new opportunities.
- Evaluate progress based on metrics, including renewal and reactivation rates for subscriptions, new to file retention and multi-buyer rates for tickets.

Revenue Generation and Expense Management:

- Plan and execute subscription renewal / acquisition campaigns and single ticket initiatives, generating in excess of \$2.5M in revenue annually.
- Develop income and expense budgets for marketing and communication programs, allocate resources amongst projects and report regularly against budget.

- Develop and share reports on the progress of campaigns with Board of Directors as required.

Communications, Media / Public Relations, and Branding:

- Increase regional and national awareness of Milwaukee Ballet (with Media & PR Manager)
- Ensure cohesive execution of Milwaukee Ballet's brand across all channels and media.
- Seek continuous improvement of milwaukeeballet.org (with Marketing & PR Manager)
- Oversee social media and digital communication, monitoring the creation of timely, original, high-quality content. Ability to use social media analytics to inform content production & growth marketing ideas.
- Monitor patron touchpoints for to ensure best in class customer experience.

Personnel Management:

- Lead, motivate, and support the marketing team with confident decision making.
- Track projects to ensure prioritization, resource allocation, budget control, and excellent customer service.
- Continually assess capabilities and identify resources for staff development.

PERSONAL ATTRIBUTES:

- An active and curious mind; adventurous attitude to try new strategies!
- Visible leadership skills and able to be calm under pressure.
- Excellent and proven project management skills.
- Willingness to 'roll your sleeves' up to get the job done with minimal supervision.
- Able to operate in a fast-paced environment whilst staying on track with multiple deadlines.
- Gains deep satisfaction from facilitating the best work of others.
- Be able to navigate multiple different working styles with colleagues across a wide range of backgrounds.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, journalism combined with 6+ years' experience in marketing/communications is required, including 2+ years with supervisory experience.
- Arts and cultural marketing experience preferred. Dance organization experience a plus.
- Excellent written communication skills as well as active listening skills and speech clarity.
- Expertise with social media platforms and analytics.
- Strong grasp of traditional and emerging marketing channels.
- Knowledge of ticketing software a significant advantage although not a requirement.
- Technically savvy, expert user of MS Office suite.

COMPENSATION & BENEFITS:

Compensation relative to experience level. Years 0-3 10 paid vacation days; 9.5 paid holidays per year; 4 paid personal days; Half-day Fridays in summer; Medical dental, long-term disability and life insurance; business casual office; 403(b) retirement plan offered; complimentary tickets to performances; discounted WAC membership.

TO APPLY

Please send a cover letter, resume and availability to Anne Metcalfe at ametcalfe@milwaukeeballet.org by 5pm Monday March 25, 2019. No phone calls or walk-ins please.

Milwaukee Ballet is an Equal Opportunity Employer and is committed to equity, diversity and inclusion in all areas of the organization.