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

**MANAGER - COMMUNICATIONS**

**Position Summary**

The Manager Communications is an integral part of the Milwaukee Ballet team steering both internal and external communications about the Company, performances, the School & Academy, and community engagement programming. Reporting to the Director of Marketing & Development, the role helps to support all internal departments to maximize opportunities for earned and contributed revenue, public relations and fulfillment of Milwaukee Ballet’s mission.

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

**Responsibilities**

- **Public Relations / Media Relations**
  - Serve as primary liaison for media; including to schedule interviews, write and distribute press releases, develop and pitch stories, and draft statements.
  - Manage and build network of local and trade reporters, publications, bloggers, etc.
  - Shape messaging for campaigns, interviews, and stories, working closely with each department on angles, objectives and opportunities.
  - Provide coaching and prep for dancers and staff involved in interviews; prepare overviews and practice questions, as well as mock interviews as needed.
  - Manage media relations during performances, including arranging tickets, special access needs, scheduling reviewers, providing photos and other materials.
  - Oversee general incoming communication, responding as appropriate and disseminating to other departments/staff as appropriate.

- **External Communications**
  - Manage Milwaukee Ballet’s bi-weekly company e-newsletter; including scheduling, content planning, and coordination with other departments.
  - Manage all outgoing e-mail promotions for ticket sales and other organizational programming.
  - Work with other departments to understand their needs and recommend message and cadence for communications, such as emails, social media content, and collateral.
  - Establish and manage process for regular reviews of website for accuracy, to identify update needs, etc.

- **Copy Writing/Editing**
  - Serve as primary source for copy writing needs, including as proofer and final editor, ensuring all Milwaukee Ballet communication speaks with a consistent and brand-appropriate voice and quality.
  - Writing responsibilities include marketing copy, website content, press releases, performance program introductions and articles, patron correspondences and e-newsletters.
  - Ghost write communications for executive leadership and dancers, including preparation of speaking points for speeches and interviews and assistance with biographies.
• **Patron Services Support**
  • Provide exceptional customer service when interacting with and assisting patrons, donors, school families and other Milwaukee Ballet constituents.
  • Help monitor Company general inbox to handle communication needs and/or redistribute to appropriate departments.
  • Work with Patron Services Manager and Company leadership to draft message points and appropriate responses when needed.

• **Marketing Support**
  • Work collaboratively with team to develop and launch cohesive campaigns.
  • Create and manage marketing communication plans for relevant campaigns; including timelines, objectives, and needs from other departments or team members.
  • Help to identify target markets and appropriate communication methods and tactics.

### Background & Qualifications

• Bachelor’s Degree and/or 5-years direct relevant experience in marketing, communication, public/media relations.
• Spanish speaking and/or ability to read and write in Spanish is an advantage.
• Exceptional writing and editing skills, with ability to adjust tone, voice, and style to best meet the needs of individual projects and applications.
• Experience working in a fast-paced, multi-faceted environment, exhibiting strong organizational skills and ability to multi-task effectively.
• Proficient in Microsoft suite with experience utilizing CRM and database management.

### Required Values & Qualities

• **Excellent Communication:** Can articulate Milwaukee Ballet’s mission with confidence and passion.
• **Innovative:** Regards challenges in new ways and generates creative, proactive solutions
• **Professional & Confident:** Able to represent Milwaukee Ballet Company in the community and with media, patrons, donors, school families and fans.
• **Integrity & Confidentiality:** Able to handle evolving situations discreetly, managing issues and recommending appropriate response plans to executive leadership.
• **Reliable and Positive:** Is a team player and responds with positivity to support colleagues.
• **Flexible:** Comfortable with working some evenings and weekends, especially during performances.
• **Strong Interpersonal Skills:** Able to build and maintain positive relationships; communicate effectively with others in verbal and nonverbal ways.

### 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.
- For best consideration, apply by January 14, 2022.
- Successful applicants will be subject to a background check.

Date Posted: December 18, 2021