



JOB DESCRIPTION

Tessitura Administrator

Position:	Tessitura Administrator	Status:	Exempt
Department:	Marketing	Full/Part Time:	Full-Time U.S. Remote or Milwaukee-Based
Reports To:	Chief Marketing Officer	Annual/Seasonal:	Annual
Start Date:	As soon as possible	Salary:	\$65,000-\$70,000
To Apply:	Click Here to Apply	Deadline to Apply:	October 19, 2026

ABOUT MILWAUKEE REP

Milwaukee Rep is Wisconsin's largest performing arts organization in terms of audiences served and one of the largest professional theaters in the country. Each year, nearly 300,000 people experience a wide range of productions and events, from Broadway musicals and Shakespeare to American classics and World Premieres. At Milwaukee Rep, we value inclusion, innovation, collaboration, and quality. Our team plays an important role in advancing our mission to ignite positive change in our community through the transformative power of theater. We are committed to building a diverse and inclusive workplace and encourage candidates from a variety of backgrounds and experiences to apply. While few candidates will meet every qualification listed, we encourage individuals who are excited about the opportunity and believe they can contribute to our success to apply.

POSITION SUMMARY

Milwaukee Rep is seeking an experienced Tessitura professional to serve as the organization's primary Tessitura expert. Reporting to the Chief Marketing Officer, the Tessitura Administrator leads system administration, seasonal and specialty builds, ticketing configuration, digital commerce, reporting and technology initiatives. The position translates organizational needs into effective ticketing, CRM and reporting solutions while supporting data integrity, revenue strategies and an improved customer experience. Working across departments and with external technology partners, the Tessitura Administrator ensures Milwaukee Rep uses Tessitura effectively and consistently.

Major Duties and Responsibilities

Tessitura System Administration and Technology Leadership

- Lead Milwaukee Rep's Tessitura ecosystem, including season and production builds, performances, pricing structures, inventory, facilities, modes of sale, appeals, funds, offers, promotions and ticketing workflows.
- Maintain system integrity through user administration, security and access controls, configuration standards, documentation, governance and ongoing data-quality practices. Lead system training for internal stakeholders.
- Manage Tessitura upgrades, testing, release readiness and adoption of new functionality in partnership with internal stakeholders and external vendors.
- Diagnose complex system, configuration, transaction and data issues; coordinate resolution and document sustainable solutions.
- Communicate with Tessitura Network Support or Extended Services to facilitate problem solving and consultation on system issues, opening and following up on service tickets, etc.
- Develop and maintain Tessitura procedures, reference materials and training that support consistent system use across the organization.
- Implement new features and automation processes; stay current with Tessitura Network developments and best practices.
- Oversee ticketing-related integrations, ticket design, mobile ticketing, digital delivery and patron communications generated through ticketing systems such as various order confirmations.
- As a secondary area of responsibility, provide limited, project-based support to the Development team to strengthen its understanding and use of Tessitura, including consultation on system configuration, data practices, reporting needs and relevant functionality.

Digital Commerce and Web Ticketing

- Serve as the primary business lead and liaison for Milwaukee Rep's online ticketing and e-commerce platforms and related vendor relationships, including Tessitura, Made Media, SecureMyBooking, JCA and other technology partners.
- Partner with internal stakeholders and external vendors to optimize online purchase and self-service experiences.
- Manage ticketing functionality across the website, including Subscriptions, Single Tickets, exchanges, gift certificates, donations, dinner sales and promotional offers.
- Oversee purchase flows, patron account functionality, confirmation messaging, self-service tools and digital upsell opportunities.
- Monitor digital commerce performance and implement improvements that increase conversion, usability and online revenue.
- Establish testing and quality-assurance practices for new ticketing functionality, promotions and web releases.

Financial Reporting and Analytics

- Develop and maintain reporting tools and dashboards using Tessitura, JCA/Vivian, Excel and other business intelligence resources.
- Provide timely sales, revenue, attendance, forecasting and patron analytics to support organizational decision-making as requested by the Chief Marketing Officer.
- Ensure the accuracy and consistency of ticketing data used for budgeting, forecasting, reconciliation, campaign evaluation and long-range planning.
- Translate complex ticketing and patron data into clear findings and recommendations for leadership and departmental partners.
- Analyze sales trends, purchasing patterns, patron behavior and revenue performance to identify opportunities for audience growth, revenue generation and strategic decision-making as directed by the Chief Marketing Officer.

Collaboration and Project Leadership

- Collaborate with the Director of Subscriptions & VIP Ticketing on Subscription season setup, seat management, pricing implementation and patron service workflows.
- Support sales and donor initiatives through patron segmentation, list strategy/pulls, analytics and sales reporting.
- Lead cross-functional ticketing and Tessitura projects by establishing requirements, timelines, testing plans, documentation and measures of success.
- Maintain productive relationships with technology vendors and consultants, manage issue escalation and ensure projects remain aligned with organizational priorities.
- Participate in organizational planning initiatives and special projects as assigned.

QUALIFICATIONS & CORE COMPETENCIES

- Bachelor's degree or equivalent combination of education and experience.
- Advanced Tessitura experience required, including event builds, pricing structures, inventory management, reporting, CRM functionality, and system administration.
- Demonstrated experience managing complex ticketing operations involving multiple venues, events, and pricing structures.
- Experience with digital commerce platforms, website integrations, and online sales optimization.
- Strong understanding of revenue management principles, dynamic pricing strategies, and audience development practices.
- Excellent analytical, organizational, project management and problem-solving skills, with strong attention to detail and the ability to manage competing deadlines.
- Strong written, verbal and interpersonal communication skills with the ability to collaborate effectively across departments.
- Ability to work independently and productively in a remote environment while maintaining consistent communication, responsiveness and accountability.
- Ability to build collaborative working relationships with colleagues and external partners through virtual and in-person interactions.
- Sound judgment when prioritizing and responding to time-sensitive system or ticketing issues.
- Availability outside regular business hours on a limited basis for urgent system issues, major on-sales, planned upgrades or other critical ticketing needs.
- Availability to participate in a minimum of one scheduled video meeting each week with the Chief Marketing Officer to review priorities, project progress, upcoming needs and outstanding issues.

- Remote employees must be available for limited employer-paid travel to Milwaukee for key meetings, training or major organizational initiatives as needed.

BENEFITS OFFERED

Employee Benefits

Health & Dental Insurance – Employee contribution to premium
Health Savings Account & Health Reimbursement Account
Flexible Spending Account
403(b) Retirement Plan

Paid Time Off Package including Vacation Time, Sick Leave, Holidays, Parental Leave, Medical Leave

TO APPLY

Required Materials: Online Application, Resume, cover letter, and contact information for 2 professional references.

Deadline to apply: **Deadline to apply: October 19, 2026.** Applications will be accepted on a rolling basis thereafter until the position is filled. To maintain an equitable process, everyone *must* apply online. Any candidate who requires accommodations to submit an online application should contact careers@milwaukeeerep.com

[Submit Application Materials Online](#)

Milwaukee Repertory Theater is committed to creating a culturally 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, marital status, national origin, genetics, disability, age, or veteran status.