



JOB POSTING

Associate Director of Marketing

Position:	Associate Director of Marketing	Status:	Exempt
Department:	Marketing	Full/Part Time:	Full-Time
Reports To:	Director of Marketing	Annual/Seasonal:	Annual
Start Date:	September 1, 2026	Salary:	\$55,000 - \$60,000
To Apply:	Click Here to Apply	Deadline to Apply:	July 29, 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

The Associate Director of Marketing serves as a key partner in the planning and execution of Milwaukee Rep's production marketing efforts. Working closely with the Director of Marketing, this position develops and implements integrated marketing campaigns that drive attendance, support Single Ticket revenue goals, and strengthen audience engagement. The ideal candidate is a strategic marketer who combines strong campaign instincts, media planning expertise, analytical thinking, and creative problem-solving to deliver measurable results.

Major Duties And Responsibilities Include:

Production Marketing & Campaign Strategy

- Collaborate with the Director of Marketing to develop and implement marketing campaigns for Milwaukee Rep productions and institutional initiatives.
- Assist in the development of production-specific marketing plans designed to achieve attendance and revenue goals.
- Partner with the Director of Marketing to develop audience positioning, campaign strategy, and media recommendations for assigned productions.
- Develop integrated marketing campaigns that leverage digital, social, email, broadcast, out-of-home, print, and promotional channels.
- Manage assigned productions and campaign initiatives from planning through execution.

Advertising & Media Planning

- Assist in the development and execution of advertising strategies across digital, print, broadcast, outdoor, and emerging media platforms.
- Evaluate and recommend channel mix, audience targeting, media investments, and promotional tactics.
- Manage digital advertising campaigns, media placements, and vendor relationships.
- Monitor campaign effectiveness and recommend adjustments to improve results.
- Research emerging marketing trends, technologies, platforms, and AI tools that may improve campaign effectiveness.

Promotions & Audience Development

- Develop and implement production-specific promotional initiatives designed to support attendance and revenue goals.
- Research audience trends, consumer behavior, and marketplace opportunities to inform campaign strategy.
- Identify new promotional opportunities, audience acquisition tactics, and marketing partnerships.
- Collaborate with the Associate Director of Marketing, Events & Partnerships to support audience-facing events and activations tied to marketing campaigns.
- Recommend innovative marketing tactics and promotional opportunities that support attendance and revenue goals.

Campaign Execution

- Coordinate direct mail campaigns from planning through delivery.

- Assist with audience segmentation, targeting, and campaign deployment.
- Work with internal teams and external vendors to ensure timely and accurate campaign execution.
- Support implementation of cross-promotional, upsell, and retention initiatives.

Analytics & Performance Optimization

- Monitor campaign performance, ticket sales trends, and audience response.
- Analyze marketing and sales data to identify opportunities and challenges.
- Evaluate advertising effectiveness and return on marketing investment.
- Utilize data-driven insights to improve audience targeting and campaign performance.

Success Measures

Success in this role will be measured through contributions to Single Ticket revenue goals, campaign effectiveness, audience engagement, and the successful implementation of marketing initiatives that support attendance and revenue growth. Success requires strategic thinking, strong execution, and a commitment to continuously improving campaign performance and audience response.

CORE COMPETENCIES & QUALIFICATIONS

Required

- Bachelor's degree in Marketing, Communications, Business, Arts Administration, or a related field, or equivalent professional experience.
- Three or more years of progressively responsible experience in marketing, advertising, promotions, event marketing, entertainment marketing, or a related field.
- Experience developing and implementing integrated marketing campaigns while managing multiple projects, priorities, and deadlines simultaneously.
- Experience with digital advertising platforms and campaign management.
- Strong analytical and problem-solving skills with the ability to translate data into actionable recommendations.
- Strong communication, organizational, and project management skills.
- Demonstrated ability to develop marketing recommendations and make strategic decisions based on audience insights, campaign performance, and business objectives.
- Ability to work evenings, weekends, and holidays as required by performance schedules

Preferred

- Experience in performing arts, entertainment, sports, attractions, hospitality, festivals, or nonprofit marketing.
- Experience managing advertising budgets and media placements.
- Experience coordinating direct mail campaigns.
- Experience with Tessitura or similar CRM and ticketing platforms.
- Working knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator) or similar design software.
- Ability to create, edit, or modify basic marketing assets and promotional materials.
- Familiarity with AI-powered marketing tools and emerging digital marketing technologies.

Key Characteristics of Success

The ideal candidate:

- Thinks strategically and executes effectively.
- Brings creative ideas that translate into measurable results.
- Understands how to build campaigns that drive attendance and revenue.
- Uses data and audience insights to inform decision-making.
- Is collaborative, proactive, and thrives in a fast-paced environment.

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: Wednesday, July 29, 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.