Position Available – Group Sales & Audience Development Manager

SKYLIGHT MUSIC THEATRE
Skylight Music Theatre celebrates its 60th anniversary during the 2019-2020 season. Skylight’s mission since 1959: To bring the full spectrum of music theatre works to a wide and diverse audience in celebration of the musical and theatrical arts and their reflection of the human condition. Skylight brings fresh approaches or interesting twists to music theatre works, creating meaningful connections, not only between the characters on stage but with the audience as well. The beautiful, intimate Cabot Theatre allows audiences to feel close to the powerful emotions on stage.

DESCRIPTION
Reporting to the Director of Marketing, the Group Sales & Audience Development Manager is full time, integral part of the marketing team and is responsible for increasing and managing group sales to Skylight performances, and for increasing engagement among existing audiences and cultivating new audiences.

SUMMARY OF RESPONSIBILITIES
• Develop and execute a strategic group sales program.
• Develop and manage audience development strategies to identify, reach and cultivate new audiences.
• Manage an active social media presence, including Facebook and other platforms.
• Collaborate with marketing team on email campaigns, box office strategies and other efforts to increase ticket sales.

QUALIFICATIONS
• Excellent people skills, a sense of humor, energy and drive.
• Ability to prioritize and manage multiple projects in a fast-paced environment.
• Excellent written and verbal communication skills.
• Strong project management skills and ability to prioritize.
• Sales and customer service experience a major plus.
• Experience dealing with a wide variety of people in a multitude of situations in a polite yet direct fashion.
• Experience in marketing, public relations, special events, performing arts or non-profit administration, sales or community relations.

Salary: Dependent on experience
Benefits: Comprehensive medical plan coverage; life insurance/disability; 403(b) plan; HRA (Health Reimbursement Arrangement); and paid vacation.
Starting date: As soon as possible

To apply, email a cover letter with resume to:
Susan Heymann, Director of Marketing
Skylight Music Theatre
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Milwaukee, WI 53202
SusanH@skylightmusictheatre.org

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