



UNITEDPERFORMINGARTSFUND

Position: Marketing & Communications Coordinator
Reports to: Senior Director, Marketing & Communications
Date Available: Immediately
Status: Full-time, exempt

About UPAF

For more than 50 years, UPAF has been at the heart of Milwaukee’s vibrant cultural scene, raising essential funds, providing strategic stewardship and inspiring involvement in the performing arts. As a nationally recognized, community-driven nonprofit, UPAF fuels world-class performances and life-changing arts education initiatives across Southeastern Wisconsin.

Position Overview

UPAF is seeking a creative, media-savvy professional to strengthen our public presence and amplify our voice in the community. This role is ideal for someone who thrives on writing, editing, and shaping narratives across email, web and print – helping us tell the story of Milwaukee’s performing arts through media outreach, supporting fundraising campaigns and engaging digital campaigns that drive audience and donor engagement.

Key Responsibilities

Marketing & Donor Communications

Marketing Communications Support

- Write and proofread marketing and communications content including email newsletters, web content, digital advertisements, event scripts, and collateral.
- Assist in maintaining and updating website calendars and content across multiple UPAF platforms (e.g., upaf.org, Ride for the Arts, volunteer solicitor pages).
- Track and maintain inventory of printed marketing and campaign materials.

Donor Communications Support

- Develop copy and coordinate delivery of multi-channel donor communications (email, direct mail, tele funding)
- Create and maintain peer-to-peer giving pages and campaign-specific donation sites.

Donor Benefits Support

- Assist in the execution of donor benefit communications and scheduling of events (Open Rehearsals, UPAF Nights)
- Support the production of stewardship materials including brochures, postcards, rack cards, posters, and emails.
- Maintain and update donor benefit content on UPAF websites.

Public Relations

- Draft press releases and media pitches; support media list updates and coverage tracking.
- Update and maintain UPAF Newsroom content on the website.

- Coordinate owned media execution and content calendar.

Annual Publications

- Gather content and assist drafting of UPAF's major publications, including the Annual Report and Spotlight on Business.
- Summarize and compile key campaign data for marketing collateral like the "Fast Facts" document.

Social Media

- Execute social media strategy across Facebook, Instagram, and LinkedIn with direction from Senior Director, Marketing and Communications.

Ideal Candidate Profile

- Minimum of 2-4 years of marketing, communications, public relations and/or digital experience.
- Exceptional written communication and editing skills.
- Experience in Public Relations is preferred.
- Detail-oriented with strong organizational and time management abilities.
- Familiarity with social media platforms and website content management.
- Ability to work collaboratively across departments and manage multiple projects simultaneously.
- Proficiency in Microsoft Office Suite; experience with email marketing tools and web CMS platforms a plus.
- Bachelor's degree in marketing, communications, public relations or business preferred.

Why Join UPAF?

- Play a pivotal role in sustaining and growing Milwaukee's performing arts sector.
- Join a collaborative, mission-driven team in a well-respected and innovative organization.
- Competitive salary and comprehensive benefits package.
- Opportunities for professional growth and community leadership.

Salary Range

- \$40,000-45,000 with full benefits inclusive of health / dental / vision insurance, life and long-term disability insurance, savings retirement plan and generous paid time off. Hybrid work environment, with three days in office and two days working at home.

To Apply:

Please submit your resume and a cover letter detailing your experience in marketing, communications, and public relations to resume@upaf.org. Applications will be accepted until the position is filled.