Position:	**Marketing and Communications Senior Manager**
Reports to:	President & CEO
Direct Reports:	Communications Specialist
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.

Job Description:

The Marketing & Communications Senior Manager provides the voice of the vision and mission of the United Performing Arts Fund (UPAF). He or she manages all marketing and communications for UPAF, including public relations, advertising, digital marketing, partnership marketing, donor marketing, and social media. A key component will be developing and implementing the annual communications and marketing plan for UPAF. This position has strong growth potential within UPAF.

The Marketing & Communications Senior Manager will work within UPAF's strategic plan to drive growth in fundraising, promote engagement in the arts and position the United Performing Arts Fund (UPAF) as a thought-leader in the community.

The position will include building relationships with local media outlets, developing and executing advertising, and creating compelling communications and marketing messages and materials.

Strong candidates will have expertise in several of the following areas and experience working with contractors on those areas that are not within their expertise: PR and external communications; writing; graphic design and creation of flyers, posters and brochures; website content development and management; social media strategy; production of an annual report; and communicating with donors and other stakeholders.

This role requires a strong understanding of communication/marketing best practices, stakeholder engagement, and brand growth.

This position serves as a key role in cross-organizational planning. The position is tasked with contributing to UPAF's performance as measured with budget, ROI and fundraising goals.

The ideal candidate will have a minimum of 4 years of marketing and communications experience and familiarity with the Milwaukee business community and nonprofit arts sector. Residency in UPAF's Southeastern WI region of impact is required.

Key Responsibilities:

1. **Marketing & Communications Organization**: Develops and executes comprehensive annual marketing and communications plans and calendars aligned with UPAF's strategic plan, priorities, and fundraising goals. Through this plan, the role is responsible for establishing timelines and tactics and keeping key partners informed of progress and deadlines.
2. **Brand Management**: Ensures that the UPAF brand identity is consistently applied, while emphasizing UPAF's mission, vision, pillars, and role in driving the economy.
3. **Digital Profile**: Ensures that UPAF has a strong and compelling digital presence in all owned and third-party digital platforms, including UPAF's own website and social media channels.
4. **Earned Media**: Builds relationships with local media, develops and executes public relations strategies, and elevates UPAF's visibility and reputation as a community thought leader.
5. **Content Development & Storytelling**: Creates compelling messaging and content across platforms to communicate UPAF's impact, engage audiences, and promote the value of the performing arts. Utilizes SharePoint for effective organization of all deliverables and messaging, empowering staff to use materials.
6. **Advertising**: Executes or oversees staff and contractors in the development and implementation of advertising, website content creation, social media, and digital marketing to expand UPAF's reach and engagement.
7. **Donor, Stakeholder & Marketing Communications**: Develops, works with contractors, and oversees communications and marketing materials—including the annual report, campaign collateral, and donor communications. Ensures communications drive strong relationships with donors, Member Groups, board members, corporate partners, and other stakeholders. Works with staff at quick design and development of occasional unforeseen marketing and communications needs.
8. **Events and Sponsorships**: Leads marketing and communications for UPAF events to maximize visibility, engagement, and revenue.
9. **Cross-Organizational Collaboration**: Partners with UPAF leadership and departments to identify needs, coordinate priorities, and ensure timely, consistent communications that advance organizational goals. Work collaboratively on a team of staff and board members in developing guidance for use of AI in the marketing/comms space.
10. **Staff & Vendor Management**: Manages and develops marketing and communications report and oversees external contractors and vendors to deliver high-quality work on time and within budget.
11. **Budget & Performance Management**: Manages the marketing and communications budget, evaluates return on investment and performance metrics, and uses results to improve effectiveness and support fundraising growth.
12. **Marketing Committee Liaison**: Works with the chair and members of the marketing committee to ensure that UPAF obtains maximum benefit from the additional resources which this group provides.

Skills & Qualifications

- Proven capacity to develop and implement communication and marketing plans. Solid understanding of communications and marketing principles and best practices through all channels.
- Proven skills consistent with the elements of the 12 key responsibilities of the role.

- Experience in both direct-to-consumer and business-to-business marketing.
- Proficient in Microsoft suite; Sharepoint; graphic design software; others.
- Exceptional written and oral communication.
- Minimum of 4 years of marketing and/or communications experience.
- Bachelor's degree in Marketing, Communications, Business, or related discipline preferred.
- Candidates selected for interviews will be asked to bring portfolios of their work. Shortlisted candidates will be invited to complete a short, practical comms/marketing exercise to help us see how you handle real-world communications scenarios.

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

$67k-$72k 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 Tuesdays, Wednesday and Thursdays in-office and Mondays and Fridays working at home, if desired.

To Apply

Please send resume and cover letter expressing interest in the position to resume@upaf.org. The position will be held open until filled.