



Located along the beautiful downtown waterfront of St. Petersburg, Florida, the Museum of Fine Arts, St. Petersburg, (MFA) is a collecting museum serving more than 120,000 annual residents and visitors to the Tampa Bay area since its founding in 1965. The MFA is proud to present the only comprehensive art collection in Florida, spanning 5,000 years of civilization in about 20,000 objects from antiquity to today. Highlights include masterpieces from Monet, Corot, Morisot, O’Keeffe, De Kooning, Rauschenberg, Whistler and others; a sculpture garden; a glass gallery featuring works by Tiffany, Steuben, and Chihuly; and one of the largest and most respected photography collections in the Southeastern United States.

In a growing city with multiple museums and thriving cultural life, the MFA provides the broad context into which all the other local arts organizations fit. The MFA presents a wide variety of art experiences across historical times and cultures – from shows such as *This Is Not a Selfie: Photographic Self-Portraits from the Audrey and Sydney Irmis Collection* to provocative contemporary exhibitions by emerging artists and scholarly shows that illuminate the depth and beauty of the Museum’s growing collection. With 17,000 square feet in its collections galleries and 7700 square feet for temporary exhibitions, the MFA brings art to life as no other museum in the Tampa Bay area can. In addition to its robust exhibition schedule, the MFA engages its community through exciting public programs and events, and serves our students through youth programs and a partnership with the Pinellas County School System. About 6,000 public school students attend the MFA each year as part of their 6th grade social studies curriculum.

PUBLIC RELATIONS DIRECTOR

THE OPPORTUNITY

The Museum of Fine Arts, St. Petersburg (MFA) seeks a full-time Public Relations Director, who is well-versed in outreach to traditional media, as well as to new and emerging platforms.

Reporting to the Director of Marketing and Communications, the Public Relations Director will work with the Museum's Executive Director and Director of Marketing and Communications to create an effective strategy for communications that conveys the Museum's broader institutional vision and produces awareness and engagement for its audiences.

The Public Relations Director will develop, execute and manage a comprehensive communications plan to deepen and expand the MFA's connections with both local residents and tourists to create and share new stories about art, artists, exhibitions, scholarship, and programming. In both earned and social media, measures of success will include increased engagement and attendance, quality and number of impressions, and increased visibility and profile for the MFA. S/he will be responsible for pitching and securing coverage in local, regional, national, and international media outlets as well as cultivating Museum and community relationships to facilitate positive awareness of drive audiences to new and existing permanent galleries, special exhibitions, public programs, and more.

The museum is currently in the midst of a graphic identity refresh; as we work to refine how we project ourselves to members, the community, visitors, and potential visitors will be redefined. The Public Relations Director will be an integral part of the rollout team for this new graphic identity.

This role requires exceptional written and verbal communications skills and strategic thinking acumen with the ability to connect PR initiatives to marketing, communications, fundraising, and institutional objectives; the ability to work with ease across multiple subject areas and to produce materials for diverse media channels; knowledge of crisis communication practices; experience leveraging PR efforts through social media platforms; being up to date on current media relations trends; ability to juggle multiple tasks and re-prioritize; and a professional, diplomatic demeanor. Passion for and experience working in a museum, and/or other cultural organizations is a plus.

He/she is responsible for setting and guiding the strategy for all communications, including owned, earned, and social media for the MFA. The individual will serve as the communications partner on a variety of strategic initiatives.

This is an opportunity for a sophisticated, creative communicator to translate complex ideas into articulate and compelling stories for both general and specialized museum and community audiences. Enthusiasm for the MFA and a genuine desire to shape the Museum's growth and future are essential.

RESPONSIBILITIES

- Develop and implement earned media opportunities as well as quality, engaging content on a regular schedule for social media. Create public relations outreach material that is aligned with strategic goals and marketing efforts. Collaborate with Marketing, Curatorial, Retail, and Public Programs staff to create compelling, engaging content and stories to attract visitors, members and community support.
- Act as a key spokesperson and ambassador to the media and community.

- Work with the Director of Marketing and Communications and internal stakeholders to develop and manage an annual communications plan across multiple channels, one that considers all sources of traffic and revenue (incl. retail, café, event rentals) as well as exhibitions and programs. Develop, coordinate and implement consistent MFA communications and public relations campaigns to achieve awareness, attendance, and membership goals, develop new audiences, and promote the Museum as the premier arts destination in the Tampa Bay area.
- Generate excitement about the MFA through effective messaging and storytelling. Understand and maintain a high-level view of what is being done through all channels and the Museum's Public Programs.
- Identify and regularly review KPIs around public relations efforts in order to evaluate efforts and report to stakeholders. Maintain reporting on influencers contacted, reached, as well as earned media impact.
- Other duties as assigned.

QUALIFICATIONS

- Bachelor's Degree and 4-6 years of public relations experience, or equivalent combination of education and experience
- Strong local and regional media relationships with a track record of placing major stories desirable
- Exceptional written and oral communication skills
- Strategic thinking skills with the ability to connect PR initiatives to marketing, communications, fundraising, and institutional objectives
- Ability to work with ease across multiple subject areas and to produce materials for diverse media
- Knowledge of crisis communication practices
- Experience leveraging PR efforts through social media platforms
- Ability to juggle multiple tasks and re-prioritize based on shifting timelines
- Mastery of the Microsoft suite; Excellent project management skills with the ability to organize multiple projects across multiple timelines, and meet deadlines while collaborating with multiple teams
- Understanding of the unique challenges of communicating about the Museum's exhibitions and programs within the Tampa Bay tourist economy

- Continued interest in and knowledge of local news as well as trends and theories in marketing, advertising and communications

PREFERRED QUALIFICATIONS

- Strong relationships with local, national and international media
- Experience working in a museum or other cultural organization
- Understanding of the unique challenges of communicating about the Museum's exhibitions and programs within the Tampa Bay tourist economy
- Experience with social media scheduling and reporting such as Sprout Social.

COMPENSATION

The Museum of Fine Arts offers a competitive salary and benefit package in a state with no income tax and weather that is wonderful year-round.

START DATE

The preferred start date is immediately.

To Apply:

Please send a letter of interest and resume to hr@mfastpete.org, ATTN: Julie A. Wilson, Director of Marketing and Communications