

DIRECTOR OF MARKETING AND COMMUNICATIONS



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 130,000 annual residents and visitors to the Tampa Bay area since its founding in 1965. The MFA is proud to present the largest comprehensive art collection in the state of Florida spanning 5,000 years of civilization in about 20,000 objects from antiquity to today. Highlights include newly renovated and reinstalled permanent collection galleries presenting masterpieces from Monet, Corot, Morisot, O’Keeffe, De Kooning, Rauschenberg, Whistler, Wiley and others; galleries dedicated to ancient art, African Art, Asian and Southeast Art, and art of the ancient Americas; a sculpture garden; and one of the largest and most respected photography collections in the Southeastern United States.

In a growing city with multiple museums and a 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 the spectrum of time and culture – from blockbusters to provocative contemporary exhibitions by emerging artists and scholarly shows that illuminate the depth and beauty of the museum’s growing collection. With 12,000 square feet in collections galleries and 7,700 square feet for temporary exhibitions (including a more intimately scaled Works on Paper gallery) the MFA brings art to life as no other museum in the Tampa Bay area can. In addition to its robust exhibition program, the MFA engages the community through exciting public programs and events, and serves students through a variety of youth programs and multi-year partnership with the Pinellas County School District. About 6,000 public school students attend the MFA each year as part of their 6th grade social studies curriculum.

THE OPPORTUNITY

The MFA St Petersburg seeks a Director of Marketing and Communications (DMC) who is a dynamic, creative marketing and communications professional to partner with the Executive Director and MFA team to advance public knowledge of the MFA’s collection, exhibitions, and programs to stimulate increased public engagement with the Museum.

The Director of Marketing and Communications will develop an annual marketing and communications plan and budget with strategic audience and revenue goals, and will report progress against goals, expense forecasts, and the success of specific campaigns throughout the year. S/he will work with

colleagues and stakeholders across disciplines to develop both traditional and unconventional campaigns as effective means of attracting visitors, members, and donors to the museum. The DMC will lead the creative direction, development, and production of all marketing campaigns and collateral. The DMC is responsible for working with an outside freelance designer to create all interior and exterior banners and signage, advertising, and all other paid media. The DMC is also responsible for the website and all social media channels, and is the “owner” of the MFA’s brand, ensuring that our new graphic identity is consistently employed and that our messages and imagery are positive, consistent, and effective across all channels. The DMC will ensure that marketing and PR functions are integrated and aligned, using media across channels to maximum effectiveness. The DMC will also partner with and advise Development on direct mail, eblasts, and all associated fundraising outreaches.

The DMC oversees and partners with the Manager of Communications who leads the museum’s PR efforts. Earned media and social media are critical components to the museum’s marketing strategy. The DMC’s scope of responsibility includes social media and appropriate content generation. Along with Development, the DMC will lead in community outreach and partnership efforts.

The Director of Marketing and Communications should be an enthusiastic individual with an engaging personality, able to communicate sensitively and effectively to diverse audiences, fostering goodwill among the museum’s many members and guests and generating excitement about the museum’s activities. S/he should exhibit and lead with good judgment. S/he should be comfortable presenting information to Board members, donors, media contacts, external partners, and the city’s social, business and civic leaders.

The right candidate will be a hands-on, experienced, and creative marketing professional. Enthusiasm for the MFA and a genuine desire to help shape the museum’s exciting future are required. The MFA’s staff shares the following team values, which are essential to our ethos: Generous of Spirit, “Game”, Creative, Supportive, and Committed to Excellence.

RESPONSIBILITIES:

The Director of Marketing and Communications reports to the Executive Director and oversees the Manager of Communications, any part-time employees and interns (when applicable), as well as external vendors for graphic design and production. Specific responsibilities include:

- Work with key stakeholders to develop an annual MFA Marketing and Communications Plan across channels that takes into consideration all core areas of operation (including retail, rentals, and café), as well as exhibitions and special projects. Develop, coordinate, and implement MFA communication and marketing initiatives to achieve attendance and membership goals, develop new audiences, and promote the Museum as the premier arts destination in our area.
- Create excitement about the MFA in our community through effective messaging, compelling campaigns, and innovative, engaging social media storytelling.
- Develop and manage Marketing budget.
- Position the MFA as the premier arts destination and cultural leader in our community.
- Oversee the Manager of Communications, ensuring that s/he effectively develops and implements earned media opportunities as well as a regular schedule for all social media. Ensure that PR efforts are aligned with strategic goals and marketing efforts. Collaborate with curators and public programs staff to create compelling, engaging content and stories to attract visitors and support.

- Along with Manager of Communications, act as a key spokesperson and ambassador to the media and community
- Lead social media strategy and execute same on social for increased engagement
- Vision and lead digital marketing strategy (including search, online advertising) and analytics, including reporting on metrics/analysis to improve results. Plan, develop, implement, manage/oversee, measure, analyze, optimize and report on digital marketing efforts including but not limited to social media, display advertising, SEM, SEO, and email marketing.
- Maintain a comprehensive view of what is being done through all channels for and/or by all clients and members of the MFA family (e.g., public programs, membership, development, curatorial, the shop, the café, rentals and catering, as well as the Stuart Society, Collectors Circle, and other support groups).
- Develop and maintain a comprehensive Marketing Calendar and Production Schedule for all communication efforts, including advertising, collateral, and other marketing placements, including onsite materials. Develop, administer, monitor, and report on budgets for same.
- Identify KPIs and report regularly to the ED and Board on marketing and earned media efforts.
- Ensure that brand guidelines are observed and communicated to all, including external partners and sponsors.
- Develop and follow regular schedule for reviewing and updating the MFA Website.
- Develop, review, secure approval for, and manage contractual or other agreements/relationships with outside designers, web service providers, technical experts or other talents with whom we work on a contractual basis. Articulate, implement, and monitor sound marketing strategies for core and ancillary activities effectively in an unbiased manner, for and with many constituencies.
- Other duties as assigned.

QUALIFICATIONS:

The ideal candidate should have:

- Superior communication ability, orally and in writing; superb listening skills; and the ability to interface effectively with staff, marketing professionals, the press, and leaders within the MFA family.
- Demonstrated ability to develop and implement strategic marketing plans with measurable results, establish and improve effective workflows, leverage internal and external talent and resources, manage timelines and optimize budgets
- Experience in designing and implementing successful digital marketing campaigns
- Experience negotiating and managing contracts with advertising agencies, design firms, web developers, printers, videographers, photographers, software developers, and other freelancers
- Able to work effectively with many constituencies. The ideal candidate will have proven success with managing expectations tactfully, demonstrating grace under pressure effortlessly, and managing a large number of projects and efforts simultaneously and seamlessly.
- B.A./B.S degree in related field
- 7+ years of progressively responsible experience in a marketing position with a demonstrated record of accomplishment. Marketing experience in art museums or other nonprofits desirable.
- Demonstrated leadership and management skills including budget oversight and team leadership.
- Excellent project management skills. Able to plan and organize multiple projects, prioritize duties, meet deadlines and work effectively both as part of a team and independently.

- Deep understanding of the unique challenges of marketing a cultural attraction, particularly in Tampa Bay's tourist economy.
- Continued interest and education in theories and trends in marketing, advertising, and communication.
- Ability to dive in and hit the ground running on projects, and willingness to pitch in and work as part of a high functioning team, with a positive attitude and sense of humor.
- Evening and weekend work as required
- Proficiency with Microsoft Office Suite. Comfortable with technology, including use of social media, mobile devices and other relevant media.

COMPENSATION:

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

Please send a letter of interest and resume to:

DMCsearch@mfastpete.org

to the attention of Kristen A. Shepherd, Executive Director and CEO