

MANAGER OF COMMUNICATIONS AND PUBLIC RELATIONS MUSEUM OF FINE ARTS, ST. PETERSBURG



Founded in 1964 and located along the beautiful downtown waterfront of St. Petersburg, Florida, the Museum of Fine Arts, St. Petersburg (MFA) is a collecting museum annually serving more than 120,000 residents and visitors to the Tampa Bay area. 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 masterpieces from Vigée Lebrun, Corot, Monet, Morisot, Lafarge, Inness, Tiffany, O’Keeffe, De Kooning, Rauschenberg, Wiley, and others; a sculpture garden; important holdings of ancient, African, and Mesoamerican art; 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 expansive blockbusters to provocative contemporary exhibitions to more focused shows illuminating the depth and beauty of the museum’s growing collection. With 17,000 square feet in collections galleries—which were recently renovated and reinstalled—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 program, 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.

THE OPPORTUNITY

POSITION: Manager of Communications and Public Relations
REPORTS TO: Director of Marketing & Communications
DEPARTMENT: Marketing
JOB CODE: Full-time/ On-site
FLSA STATUS: Exempt

POSITION SUMMARY

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

Reporting to the Director of Marketing and Communications, the Manager of Communications and Public Relations will work with the 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 Manager of Communications and Public Relations 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 and drive audiences to new and existing permanent galleries, special exhibitions, public programs, and more.

The museum is currently in the midst of a growth period; and we are reframing how we position ourselves to members, the community, visitors, and potential visitors. The Manager of Communications and Public Relations will be an integral part of the growth.

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, email marketing 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 email communications, the website and 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.
- Participates in all staff and department meetings
- Performs other duties as may be required

QUALIFICATIONS

Education/ Experience Required

- Bachelor's Degree preferred
- Ideal candidate will have 4-6 years of public relations experience, or equivalent combination of education and experience

Skills and Abilities Required

- Strong relationships with local, national and international media
 - Strong local and regional media relationships with a track record of placing major stories highly desirable
 - A solid background and interest in the arts and humanities is preferred
 - Understanding of the unique challenges of communicating about the Museum's exhibitions and programs within the Tampa Bay tourist economy
 - 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 with email marketing platforms and WordPress
 - Experience with social media creation, scheduling and reporting; knowledge of social media best practices to tell unique, interesting and engaging stories through images, video and words
 - 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
 - Continued interest in and knowledge of local news as well as trends and theories in marketing, advertising and communications
 - Excellent project management skills with the ability to organize multiple projects across multiple timelines, and meet deadlines while collaborating with varied teams
 - Detail-oriented, highly efficient professional who works well independently and as part of a team
 - Ability to handle sensitive information and maintain confidentiality and decorum
 - Ability to work in non-profit environment; adhere to deadlines; demonstrate flexibility in meeting shifting demands and priorities while maintaining a positive attitude and providing exemplary customer service
 - Ability to carry out assignments to completion within parameters of instructions given, prescribed routines and standard accepted practices
 - Ability to manage effective working relationships with staff, volunteers, and members of the public; exercise tact and diplomacy at all times; demonstrate an understanding of protocol and sensitivity to cultural diversity issues; nurture a positive working environment

PHYSICAL REQUIREMENTS

- Must be able to remain in a stationary position for extended periods of time operating a computer and other offices productivity devices such as a calculator, telephone, and copy machine

- Must be able to adapt to high pace environments occasionally moving/lifting light weight equipment and other work-related objects up to 25lbs
- May have to work late nights, weekends and in outdoor weather
- Must be fully vaccinated for Covid-19
- Able to safely and successfully perform the essential job functions consistent with ADA, FMLA and other federal, state, and local standards, including meeting qualitative and/or quantitative productivity standards
- Able to maintain regular, punctual attendance consistent with ADA, FMLA and other federal, state, and local standards

This job description indicates in general terms, the type and level of work performed, as well as the typical responsibilities of this position. Management reserves the rights to modify, change, add or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Nothing in this position description changes the at-will employment relationship between Museum of Fine Arts and its employees.

TO APPLY

Please address resume, letter of interest, and salary requirements to the Human Resources Department at the Museum of Fine Arts, St. Petersburg, and email to: HR@mfastpete.org with ***Manager of Communications and Public Relations*** in the subject line or mail to the following address:

Human Resources
Museum of Fine Arts
255 Beach Drive N.E.
St. Petersburg, FL 33701-3498

No phone calls please