

## MARKETING COORDINATOR | 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:** Marketing Coordinator  
**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 Marketing Coordinator, who is well-versed in marketing and communications with an emphasis in digital marketing including website design, social media marketing, content creation, and email marketing.

Reporting to the Director of Marketing and Communications, the Marketing Coordinator will work with the Marketing team to create effective digital marketing and communication strategies that convey the Museum's broader institutional vision and produces awareness and engagement for its audiences. Responsibilities may include administrative tasks, conducting market research, updating the website, and creating content for digital platforms (website, social media, email, and advertisements). The Marketing Coordinator will help to tell a compelling and cohesive brand story for the MFA through creative words, intriguing photography, engaging videos and more.

This role requires exceptional written and verbal communications skills; a solid understanding of digital marketing techniques; the ability to work with ease across multiple subject areas and to produce materials for diverse media channels; ability to juggle multiple tasks and re-prioritize as necessary; and a professional, diplomatic demeanor. Passion for and experience working in a museum, and/or other cultural organizations is a plus. Enthusiasm for the MFA and a genuine desire to shape the museum's growth and future are essential.

This is an in-office position in St. Petersburg, FL. Not a remote position.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Support the Director of Marketing and Communications and marketing team with project organization  
Help to develop branded content in support of key areas of the online customer journey, for example: video, photography, copy, graphics, testimonials, and user-generated content for use across digital assets
- Update website and apply web design and SEO best practices to ensure we are driving high-quality traffic to our website

- Assist with the organization, creation and development of new website content and imagery
- Conduct market research, gather analytics and prepare reports to assess our digital marketing performance across multiple platforms
- Perform administrative tasks to ensure the functionality of marketing activities, including maintaining editorial calendar and scheduled activities
- Participates in all staff and department meetings
- Performs other duties as may be required

## **QUALIFICATIONS, SKILLS AND ABILITIES REQUIRED**

### **Education/ Experience Required**

- Bachelor's Degree in marketing, business, or related field and a minimum of 2 years of digital marketing experience

### **Skills and Abilities Required**

- A solid background and interest in the arts and humanities is preferred
- Experience with Web Design and Development
- Excellent written and verbal communication skills
- Experience with SEO/SEM best practices
- Skilled at content creation and content marketing
- Proven experience in social media marketing across a variety of platforms (Facebook, Instagram, LinkedIn, YouTube, Pinterest, etc.) and strong understanding of social media
- Skilled at photography and video capture, editing and production for varied use cases  
Proficient in marketing software and tools including: website design (WordPress, HTML, CSS, etc.); email marketing (Robly, MailChimp, Constant Contact, etc.); social media management (Hootsuite, Agora Pulse, Creator Studio, etc.), graphic design and video production (Adobe, Canva, iMovie, etc.); analytics (Google Analytics)
- Mastery of the Microsoft suite
- Familiarity with Email Marketing and CRM software (Altru/Blackbaud)
- 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](mailto:HR@MFAstpete.org) with **Marketing Coordinator** 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