

## SOCIAL MEDIA MANAGER | MUSEUM OF FINE ARTS, ST. PETERSBURG



Founded in 1965 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 thousands of objects from antiquity to today. 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.

## **THE OPPORTUNITY**

***Position Title: Social Media Manager***

***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 Social Media Manager, who is well-versed in digital marketing and communications with experience in content creation, video production, social media marketing, social media platform management, social media analytics and social media advertising.

Reporting to the Director of Marketing and Communications, the Social Media Manager will support the Marketing team's goals to create effective digital marketing and communication strategies that convey the Museum's broader institutional vision and produce awareness and engagement for its audiences. The Social Media Manager develops content for and maintains the day-to-day activity across all social channels for the museum. This includes curating and creating of various types of content (text, image, audio, and video) that effectively tells the story of the museum's mission, our collection, special exhibitions, programs and events. This position monitors, engages with, and grows an online community of art enthusiasts and museum lovers.

The Social Media Manager plans, organizes and executes audience-centric social content and campaigns and conducts regular reporting to evaluate and optimize performance based on best practices. This position is responsible for maintaining the MFA brand style and voice, as a world-class cultural institution, across all social platforms.

This role requires exceptional written and verbal communications skills; a solid understanding of digital marketing and social media tools and techniques; the ability to work with ease across multiple subject areas and to produce creative marketing 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.

## **RESPONSIBILITIES**

- Manage activity (publishing content, audience engagement) on social media channels, including, but not limited to Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest, TikTok
- Organize, plan, and curate creative content for all social media channels, including original written content, images, videos, audio or other forms, to effectively tell stories and engage our audiences
- Attend events, community programs and other museum initiatives and openings and engage with visitors while in the galleries and gardens to capture museum moments in images and videos, for use across all marketing and communication platforms
- Identify and share user generated content and news in a timely manner
- Own and manage editorial content calendars

- Maintain and safeguard the MFA brand voice, look and message strategy across all platforms
- Promote the MFA's mission, collection, exhibitions, events, programs, and other initiatives through both organic and paid social media
- Collaborate with other departments on content strategies, including working closely with the Curatorial for proper image credits and rights and reproduction requirements
- Participate in the development of ongoing strategy for the MFA's social media initiatives
- Actively develop relationships with colleagues inside and outside of the museum, including with micro-influencers, partners and vendors, to expand community outreach and employ best practices
- Define and track KPI's for social media campaigns across all social media platforms, reporting on ROI
- Utilize analytics to determine the impact and effectiveness of social media efforts, both organic and paid, to help evolve the ongoing social media strategy
- Create monthly reports, exhibition wrap-up packages, or other internal reports tracking progress on KPI's and highlighting key wins across social media platforms
- Manage, balance and report on social media budget each month
- Other duties as assigned

#### **QUALIFICATION, SKILLS AND ABILITIES REQUIRED**

##### Education/ Experience Required

- Bachelor's degree required; museum, journalism, marketing, communications, or new media degree preferred
- 3-5 years of dedicated social media experience for a nonprofit or business entity

##### Skills and Abilities Required

- Exceptional communications skills, both written and verbal
- An eye for details and inconsistencies, both in writing and style
- Adept at converting written voice to fit channel and brand
- Ability to analyze and report on social media performance metrics
- Professional experience in social media marketing across a variety of platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest, TikTok etc.) and understanding of social media trends and tools
- Proven track record of growing and retaining social media audiences
- Experience with video production, including raw capture and editing for various formats (short video, long-form video, YouTube, Reels, etc.)
- Experience using social media scheduling, monitoring, and engagement tools
- In-depth knowledge and understanding of current and emerging social media landscape, trends, and tools
- Ability to juggle multiple tasks and re-prioritize based on shifting timelines
- Self-starter with strong project management skills, including schedule development, tracking , task prioritization, and an ability to meet tight deadlines
- Ability to keep track of many small details without losing sight of the big picture
- Ability to negotiate the requests and needs of different internal stakeholders
- Experience with paid social media campaigns, optimizing ad spend, and managing budget
- Knowledge of SEO best practices

- Familiarity with The Chicago Manual of Style, AP Stylebook, and/or content style guides generally
- Familiarity with graphic design and photo/video editing tools, including Illustrator, Photoshop, InShot, Canva, etc.
- Mastery of the Microsoft suite; Experience using Google Docs, Sheets, Slides

### **PHYSICAL REQUIREMENTS**

- Must be able to remain in a stationary position for extended periods of time operating a computer and other office productivity devices such as a calculator, telephone, copy machine, iPhone, and digital camera.
- 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.
- All current MFA St. Petersburg employees are vaccinated against Covid-19. Applicants are strongly encouraged to be vaccinated for the health and safety of our community.
- 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**

Not sure you meet 100% of our qualifications? Research shows that men apply for jobs when they meet an average of 60% of the criteria while women and other people who are systematically marginalized tend to only apply if they meet every requirement. If you believe that you could excel in this role, we encourage you to apply.

We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. Whether you're new to arts and culture administration, returning to work after a gap in employment, simply looking to transition, or take the next step in your career path, we will be glad to have you on our radar. Please use your cover letter to tell us about your interest in the arts and culture space and what you hope to bring to this role.

Please submit resume, letter of interest and salary requirements to [HR@mfastpete.org](mailto:HR@mfastpete.org) with **Social Media Manager** 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.