

# MUSEUM OF FINE ARTS ST. PETE

The Museum of Fine Arts, St. Petersburg (MFA) has an encyclopedic collection of art from around the globe and across the centuries, with almost 5,000 years of civilization represented in thousands of objects extending from antiquity to the present. The collection includes works by Georgia O'Keeffe, Claude Monet, Berthe Morisot, Auguste Rodin, Kehinde Wiley, Jacob Lawrence, and many others, as well as ancient Greek and Roman, Asian, African, Art of the Americas and Native American art. The Museum's photographic collection is one of the largest and most well-respected in the Southeast. The museum's rotating exhibition galleries feature a diverse selection of temporary exhibitions from all over the world, as well as exhibitions curated from the museum's extensive collection. In addition to its robust exhibition program, the MFA engages the community through exciting public programs and events and serves students through youth programs and a partnership with the Pinellas County School System.

Join the MFA and embark on a journey of artistic enrichment and personal growth. We offer a platform for employees to nurture their love for the arts while contributing their unique skills, experience, and talents to further our museum's mission.

## **THE OPPORTUNITY**

***Position Title:* Marketing & Communications Manager**

***Reports To:* Chief Strategy Officer**

***Department:* Marketing & Communications**

***Job Code:* Full-time/ On-site**

***FLSA Status:* Exempt**

## **POSITION SUMMARY**

The Museum of Fine Arts, St. Petersburg (MFA) seeks a full-time Marketing & Communications Manager, who is well-versed in traditional and digital marketing communications, including internal and external communications, public relations, advertising, creative design, website management, email marketing, collateral and publications, and editorial management. The Marketing & Communications Manager will be responsible for the day-to-day development and implementation of marketing strategies, plans, and initiatives that drive revenue and attendance, expand audiences, and amplify the MFA brand. This position will work in collaboration with colleagues in various zones and departments, internal key stakeholder groups and the Board of Trustees, as well as external partners, vendors, and peers. The Marketing & Communications Manager will partner with the Chief Strategy Officer to create and execute key communications initiatives that convey the museum's broader institutional vision. This position is responsible for generating awareness, positive sentiment, and engagement among target audiences. Key aspects of the role include the creation of integrated marketing strategies, designing effective media plans and campaigns, creating content and designing collateral and other marketing materials, owning the digital marketing landscape for the museum, and developing appropriate partnerships and promotions.

The Marketing & Communications Manager will develop, execute, and manage a comprehensive communications plan to deepen and expand the MFA's connections with members, donors, partners, local residents, and tourists, including the creation of strategic content about art, artists, exhibitions, scholarship, programming, retail, and culinary services—all in support of the mission of the MFA. Across paid, earned, and owned media, measures of success will include meeting and exceeding financial and attendance goals, increasing community engagement, and positively impacting the visibility and profile for the MFA. The Marketing & Communications Manager is the central hub for strategic content creation and dissemination critical to facilitating positive awareness and driving audiences for general admission, membership, special exhibitions, educational programs, public events and more. This role requires the ability to understand the industry of an art museum, including examining the intersection of its audience, various subcultures, and specific funders. The Marketing & Communications Manager will identify various audience segments and tailor communications accordingly.

The Marketing & Communications Manager is responsible for developing and implementing membership marketing strategies, including the creation of acquisition and retention strategies, membership messaging, and general communications to potential, current, and lapsed members. The role requires close collaboration with colleagues in Advancement on Circle level membership initiatives as well as appeal campaigns.

This role requires exceptional written and verbal communications skills and strategic thinking acumen with the ability to connect mission-critical institutional objectives to marketing, communications, public relations, and community engagement; the ability to work with ease across multiple subject areas and to produce materials for diverse media channels; knowledge of crisis communication practices; experience building relationships with press and media and leveraging PR efforts through print, digital, and social media platforms; being up to date on current communications, marketing, and 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. 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.

## **PRIMARY RESPONSIBILITIES & DUTIES**

### **Marketing & Communications Strategy**

- Develop, implement, and oversee comprehensive marketing strategies across paid, earned, and owned platforms to achieve financial and attendance goals.
- Create an omni-channel communications strategy for the MFA, encompassing all revenue sources.
- Design exhibition and programming communication plans aligned with the overall ethos.
- Ensure timely and budget-conscious delivery of marketing campaigns; report performance to stakeholders.
- Define and understand diverse audience personas; tailor messaging and outreach accordingly.
- Identify specific subcultures and funders within the art museum audience for targeted outreach.
- Identify niche segments for special exhibitions, educational programs, and events; craft customized outreach plans to meet objectives.

### **Traditional & Digital Marketing**

- Utilize offline and online media for audience outreach, including print, TV, radio, social media, email, and website marketing.

- Collaborate with supervisor to plan, review, and approve all traditional and digital marketing efforts.
- Create and manage advertising schedule within budget; explore new opportunities and maintain relationships with outlets.
- Oversee organic and paid social media strategies, and manage editorial calendar for all platforms.
- Handle email communications, including newsletters, announcements, and general information.
- Manage, update, and troubleshoot current website; lead role in new website design and development.
- Stay updated on marketing trends, best practices, regulations, and emerging technologies.

### **Membership Marketing**

- Oversee member communications, marketing, and promotions, including exclusives, renewals, and outreach.
- Aid in identifying strategies for acquiring and retaining new members.
- Utilize both traditional and digital marketing for effective member outreach and acquisition.

### **Graphic Design & Marketing Asset Creation**

- Create in-house marketing and communication assets, such as flyers, signage, labels, brochures, invitations, and more.

### **Content Creation**

- Produce compelling content for various channels, including collateral, publications, email, website, and social media.
- Cultivate community interest in the MFA through impactful messaging in both traditional and digital formats.
- Conduct thorough copyediting to maintain brand consistency across internal documents, marketing materials, and exhibition content.
- Collaborate with department teams to create engaging content that attracts visitors, members, and community support.

### **Public Relations**

- Lead MFA communications campaigns for awareness, attendance, and membership growth, positioning the museum as the premier arts destination in Tampa Bay.
- Foster positive relationships with local, regional, and national media for consistent editorial coverage.
- Provide regular analytics and KPI reports to evaluate and improve communication strategies.

### **Best Practices, Collaboration & Additional Responsibilities**

- Monitor and oversee activities across channels and Public Programs.
- Proficient in American Alliance of Museums standards.
- Attend and actively engage in staff and department meetings.
- Fulfill additional duties as needed.

### **EDUCATION & EXPERIENCE**

- Bachelor's degree
- 5 – 6 years of progressively responsible communications, marketing, and public relations experience or equivalent combination of education, training, and experience.

- Experience working in an art museum or a solid background and interest in the arts and humanities is preferred.

### **SKILLS & ABILITIES**

- Writing and copyediting proficiency for tailored audience messaging.
- Extensive media relationships and successful story placements.
- Expertise in local, regional, national, and international communication challenges.
- Skilled in media plan development and marketing material production.
- Strong project management, time/budget handling, and analytical abilities.
- Exceptional verbal and written communication skills.
- Strategic thinking aligning PR with broader objectives.
- Versatility in diverse subject areas and media formats.
- Crisis communication expertise.
- Proficient in email marketing platforms.
- Website design, development, and management (WordPress, HTML, CSS).
- Professional social media management and content creation.
- Continued interest in art and culture accessibility.
- Familiarity with marketing, advertising, and communication trends.
- Detail-oriented, efficient team player with confidentiality awareness.
- Non-profit environment experience, adaptable with exemplary customer service.
- Adherence to deadlines, multitasking, and protocol understanding.
- Balanced judgment, prioritization, and humor under pressure.
- Self-motivated, goal-driven, adept at collaboration and feedback.
- CRM system proficiency and constituent record management.
- Mastery of Microsoft suite.

### **LOCATION REQUIREMENTS**

At time of employment, employees are expected to be located within commuting distance of the museum. This is an in-office position in St. Petersburg, FL. Not a remote position.

### **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 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 right 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.

The MFA is committed to the full inclusion of all qualified 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, looking to transition or take the next step in your career path, we welcome you to apply. 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 **Marketing & Communications Manager** in the subject line or mail to the following address:

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

*No phone calls please.*

The Museum of Fine Arts, St. Petersburg provides equal opportunity to all employees and applicants for employment without regard to race, color, religion, creed, sex, sexual orientation, national origin, ancestry, age, mental or physical disability, pregnancy, alienage or citizenship status, marital status or domestic partner status, genetic information, genetic predisposition or carrier status, gender identity, HIV status, military status and any other category protected by law in all employment decisions, including but not limited to recruitment, hiring, compensation, training and apprenticeship, promotion, upgrading, demotion, downgrading, transfer, lay-off and termination, and all other terms and conditions of employment.