

# 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) is seeking a full-time Marketing & Communications Manager adept in both traditional and digital strategies. This role encompasses internal and external communications, public relations, advertising, creative design, website management, email marketing, and editorial oversight.

Reporting to the Chief Strategy Officer, the Marketing & Communications Manager will spearhead daily marketing efforts to drive revenue, enhance attendance, and elevate the MFA brand. Collaborating closely with departmental teams, key stakeholders, and external partners, this position will craft and execute comprehensive marketing plans aligned with the museum's mission and vision.

Key responsibilities include developing impactful communications strategies to engage members, donors, partners, residents, and tourists. Content creation will focus on art, artists, exhibitions, programming, and other museum offerings. Success metrics include achieving financial targets, increasing attendance, expanding membership, fostering community involvement, and heightening the MFA's visibility.

The Marketing & Communications Manager will strategize membership initiatives, including acquisition, retention, and messaging. Close coordination with the Advancement team on donor and membership campaigns is essential.

Candidates must possess strong written and verbal communication skills, strategic thinking ability, and a knack for connecting institutional goals with marketing outcomes. Experience in crisis communication, media relations, and digital platforms is crucial. A passion for museums or cultural organizations is preferred, alongside a talent for translating complex concepts into compelling narratives for diverse audiences.

### **PRIMARY RESPONSIBILITIES & DUTIES**

#### **Marketing & Communications Strategy**

- Collaborate with the Chief Strategy Officer to develop, implement, and manage comprehensive omni-channel marketing strategies across paid, earned, and owned platforms to achieve strategic objectives.
- Assist in the design of communications plans for exhibitions and programming that align with the museum's mission.
- Ensure timely and cost-effective delivery of marketing campaigns; produce insightful KPI reports for stakeholders.
- Identify and understand diverse audience personas; tailor messaging and outreach strategies accordingly.
- Identify specific subcultures and fundraising sources within the art museum audience for targeted engagement.
- 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 channels for audience outreach, including print, TV, digital, radio, social media, email, out-of-home, and website marketing.
- Partner with the Chief Strategy Officer to plan and execute all traditional and digital marketing efforts; manage advertising schedules and adhere to established budgets; explore new opportunities and maintain relationships with outlets.
- Oversee organic and paid social media strategies and manage editorial calendars for all platforms.
- Manage and maintain Google Ad Grant, creating actionable search ads through the Google platform.
- Create and manage email communications, including newsletters, announcements, appeals, invitations, membership renewals, and general information.
- Lead efforts in managing, updating, and troubleshooting the current website; spearhead new website design and development project management.
- Stay abreast of marketing trends, best practices, regulations, and emerging technologies.

#### **Membership Marketing**

- Collaborate with membership team on member communications initiatives, marketing campaigns, and promotions, including exclusives, renewals, and outreach.
- Contribute strategies for acquiring new members and retaining existing members using both traditional and digital marketing approaches.

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

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

### **Content Creation**

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

### **Public Relations**

- Assist the Chief Strategy Officer in creating communications campaigns to enhance awareness, attendance, and membership growth, positioning the museum as a premier arts destination in the Tampa Bay area.
- Cultivate positive relationships with local, regional, and national media for consistent editorial coverage.
- Provide regular analytics and KPI reports to evaluate and refine communication strategies.

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

- Maintain proficiency in American Alliance of Museums (AAM) standards and museum best-practices.
- Participate in staff and departmental meetings.
- Fulfill additional duties as required.

### **EDUCATION & EXPERIENCE**

- Bachelor's degree or higher.
- 5 – 7 years of progressively responsible experience in communications, marketing, and public relations, or equivalent combination of education, training, and experience.
- Preferred experience working in an art museum or a strong background and interest in the arts and humanities is preferred.

### **SKILLS & ABILITIES**

- Proficient in writing and copyediting tailored messaging for diverse audience segments.
- Established relationships with media outlets and proven success in securing editorial placements.

- Expertise in navigating communication challenges at local, regional, national, and international levels.
- Skilled in developing media plans and producing marketing and advertising materials that align with strategic goals.
- Strong project management skills with a focus on time and budget management, coupled with analytical abilities.
- Exceptional verbal and written communication skills, adept at conveying strategic messages.
- Strategic thinker capable of aligning PR efforts with broader organizational objectives.
- Versatility across diverse subject areas and media formats, with a focus on impactful storytelling.
- Experience in crisis communication, ensuring effective response and reputation management.
- Proficiency in email marketing platforms and strategies for engagement and retention.
- Website design, development, and management expertise, including proficiency in WordPress, HTML, and CSS.
- Proficiency in online advertising and media buying/placement, including management of Google Ads.
- Professional social media management and content creation skills to enhance engagement and visibility.
- Continued passion for enhancing accessibility to art and culture.
- Familiarity with current marketing, advertising, and communication trends.
- Detail-oriented team player with a commitment to confidentiality and exemplary customer service.
- Experience in non-profit environments, adaptable with a strong understanding of donor relations.
- Strong adherence to deadlines, adept at multitasking, and knowledgeable about protocol.
- Demonstrated ability to maintain balanced judgment, prioritize effectively, and maintain composure under pressure.
- Self-motivated and goal-driven, skilled in collaborative work and open to constructive feedback.
- Proficiency in CRM systems and adept at constituent record management.
- Mastery of Microsoft Office suite for efficient document and data management.

### **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 [marketing@mfastpete.org](mailto:marketing@mfastpete.org) with **Marketing & Communications Manager** in the subject line or mail to the following address:

Human Resources  
Attn: Marketing & Communications Manager  
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.