

# MUSEUM OF FINE ARTS ST. PETE

## SOCIAL MEDIA & MARKETING COORDINATOR

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 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:** Social Media & Marketing Coordinator

**Department:** Marketing and Communications

**Reports To:** Manager of Marketing and Communications

**FLSA Status:** Full-Time, Exempt

**Location:** On-site, St. Petersburg, FL

### **POSITION SUMMARY**

The Museum of Fine Arts, St. Petersburg (MFA) seeks a dynamic and detail-oriented **Marketing & Social Media Coordinator** to support the execution of marketing strategies and drive the museum’s digital presence. This position plays a key role in content creation, campaign implementation, and online community engagement to elevate the MFA’s

visibility, deepen audience engagement, and support attendance, fundraising, and membership goals.

The ideal candidate is both creatively driven and strategically minded, with experience in digital marketing, social media, content creation, and public relations support.

## **PRIMARY RESPONSIBILITIES & DUTIES**

### **Content Creation & Campaign Execution**

- Create engaging, brand-aligned content for digital platforms including various social media platforms, email, and the MFA website.
- Write compelling copy for exhibition and program promotion, fundraising, and internal communications.
- Design marketing collateral using Adobe Creative Suite and Canva.
- Collaborate across departments to promote exhibitions, educational programs, events, and membership campaigns.
- Develop and manage content calendars for campaigns, programs, and social media platforms.

### **Digital & Social Media Marketing**

- Manage and grow MFA's social media presence (Instagram, Facebook, LinkedIn, TikTok, etc.).
- Plan and schedule posts tailored to each platform using tools like Later, Sprout, or Meta Business Suite.
- Engage with the online community by responding to comments, messages, and user-generated content.
- Monitor social media trends and test innovative formats such as Reels, Stories, and Shorts.

### **Website & Email Marketing**

- Update and maintain the MFA website (WordPress), ensuring accuracy, SEO best practices, and user-friendly design.
- Execute segmented email campaigns using platforms like Mailchimp or Robly; analyze open and engagement rates to improve performance.
- Support the development and maintenance of the Bloomberg Connects app with multimedia content.

### **Advertising & Analytics**

- Assist with the execution and optimization of Google Ads (Search, Display, Video), including keyword research and performance tracking.

- Track and report on KPIs using tools like Google Analytics and social media insights.
- Use data to inform content strategies and marketing decision-making.

### **Public Relations & Media Coordination**

- Support the preparation and distribution of press materials.
- Assist in responding to media and influencer inquiries, especially via digital and social channels.
- Assist with fulfilling image/media requests.
- Ensure consistent brand voice and visual identity across all external communications.

### **Administrative & Departmental Support**

- Maintain digital asset libraries, content calendars, and brand guidelines.
- Participate in planning meetings and cross-departmental collaborations.
- Provide general administrative support for the marketing department.
- Perform other duties as assigned by the Marketing and Communications Manager.

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

- Bachelor's degree in marketing, communications, media, or related field.
- 1-3 years of social media and marketing experience with a track record of successful campaigns.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, and Microsoft Office.
- Experience with WordPress or similar CMS (HTML/CSS is a plus).
- Strong social media and digital marketing skills; familiarity with scheduling and analytics tools.
- Exceptional writing, editing, and proofreading skills with an understanding of brand tone.
- Strong project management, organizational, and multitasking abilities.
- Photography/videography skills and familiarity with mobile editing apps are a plus.
- Passion for visual arts and cultural organizations preferred.
- Creative, collaborative, and audience-focused mindset.

### **LOCATION REQUIREMENTS & WORK SCHEDULE**

- MFA office hours are Monday through Friday 9:00 am – 5:30 pm.
- Occasional weekend and evening work will be required for events and donor cultivation.
- This position requires all hours to be fulfilled onsite.
- At time of employment, employees are expected to be located within commuting distance of the museum.

## **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
- 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**

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, works samples, and salary requirements to [HR@mfastpete.org](mailto:HR@mfastpete.org) with **Social Media & 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.*

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.