

MUSEUM OF FINE ARTS ST. PETE

MARKETING AND COMMUNICATIONS MANAGER

As the first art museum in St. Petersburg, the Museum of Fine Arts serves as the cultural anchor of a vibrant arts city, uniting a diverse community of artists, residents, and international visitors. The Museum's global collection, spanning nearly 5,000 years, acts as a catalyst for connection and conversation. By bridging historical perspectives with contemporary discourse, the Museum broadens the artistic canon while elevating the voices and stories of historically marginalized artists. Within the Museum's holdings are exemplary works by Georgia O'Keeffe, Claude Monet, Berthe Morisot, Auguste Rodin, Kehinde Wiley, and Élisabeth Vigée-LeBrun. The Museum also houses one of the largest and most well-respected photography collections in the Southeast, featuring iconic visionaries such as Ansel Adams, Edward Steichen, Julia Margaret Cameron, Carrie Mae Weems, James Van Der Zee, and Aaron Siskind. Through dynamic exhibitions and inclusive programming, the Museum engages with more than 100,000 people annually, including thousands of students through a dedicated partnership with Pinellas County Schools. Committed to fearless creativity, the Museum fosters a welcoming environment where all are empowered to explore untold stories and challenge conventions.

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: Marketing and Communications Manager

Department: Marketing and Communications

Reports To: Director 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, detail-oriented **Marketing and Communications Manager** to drive the museum's digital presence and execute its marketing strategies. This role manages day-to-day storytelling and operations while overseeing campaigns that elevate the MFA's visibility, deepen audience engagement, and support attendance, fundraising, and membership goals.

MUSEUM OF FINE ARTS ST. PETE

Collaborating across all departments, including curatorial, education, museum experience, and development as well as with external partners such as Café Clementine and Constellation Catering, this position requires a blend of big-picture strategy and hands-on content creation. The ideal candidate possesses a strong background in digital marketing, social media, graphic design, and public relations, with the autonomy to test and refine what resonates with diverse audiences.

PRIMARY RESPONSIBILITIES & DUTIES

Content Strategy & Calendar

- Owns and executes a dynamic content calendar across the MFA's digital ecosystem, including social, email, and web, balancing planned campaigns with responsive, in-the-moment storytelling.
- Identifies and understands diverse audience personas, tailoring messaging and outreach strategies accordingly.
- Manages and collaborates with the graphic designer to create marketing collateral using Adobe Creative Suite and Canva. Capable of creating in-house marketing and communications assets, such as flyers, brochures, gallery labels, and informational signage, to support rapid deployment and small-scale needs.
- Captures on-site photos and video content with the ability to edit for social, web and additional usage.
- Supports the development and maintenance of the Bloomberg Connects app with multimedia content.
- Maintains digital asset library and brand guidelines.

Social Media & Community Building

- Creates and publishes social content that drives awareness, engagement, and audience growth on platforms such as Facebook, Instagram, and LinkedIn.
- Manages organic and paid social media strategies, and schedules posts using tools such as Meta Business Suite.
- Actively engages with the community, responding to comments, fostering conversation, and cultivating members.
- Tracks and reports a wide array of metrics, including follower growth, engagement rates, and content performance.
- Stays updated on social media marketing trends, best practices, regulations, and emerging technologies.

MUSEUM OF FINE ARTS ST. PETE

Website

- Serves as the primary internal owner of MFASStPete.org (Wordpress) as a core marketing, audience engagement, and sales platform (Altru), ensuring accuracy and SEO best practices.
- Oversees website user interface, content, structure, and performance to ensure positive user experience.
- Manages relationship with external web development vendor. Serves as point person for site maintenance and troubleshooting resolution.

Email

- Owns the MFA's email strategy, including planning, scheduling, and performance optimization to ensure exceptional open rates, user engagement, and deliverability.
- Executes segmented email campaigns for marketing and development departments using platforms such as Robly or Wordfly.
- Partners with museum experience and development teams on list growth, segmentation, and audience journeys.

Digital Marketing and Analytics

- Coordinates the execution and optimization of Google Ads (Search, Display, Video), including keyword research and performance tracking, with outside digital agency.
- Tracks and reports on KPIs using Google Analytics and social media insights.
- Uses data to inform content strategies and marketing decision-making.

Public Relations & Media Coordination

- Supports the preparation and distribution of press materials.
- Assists with fulfilling image and media requests.
- Coordinates media and influencer inquiries, especially via digital and social channels.
- Ensures consistent brand voice and visual identity across all external communications.

Professionalism and Best Practices

- Maintains proficiency in American Alliance of Museums (AAM) standards, museum ethics, and professional best practices.
- Participates in planning meetings and cross-departmental collaborations.
- Provides general administrative support for the marketing department.
- Attends key evening and weekend museum programs, donor receptions, and special events to support communications needs and represent the museum.
- Fulfills additional strategic and operational duties, as needed.

MUSEUM OF FINE ARTS ST. PETE

QUALIFICATIONS, SKILLS, AND ABILITIES

- Bachelor's degree in marketing, communications, media, or related field.
- 3-5 years of marketing and social media experience with a track record of successful campaigns.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Canva, and Microsoft Office.
- Experience with photography and video editing, both long and short form.
- 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.
- Creative, collaborative, and audience-focused mindset.
- Experience in arts, culture, nonprofit, or community-oriented organizations strongly preferred

LOCATION REQUIREMENTS AND WORK SCHEDULE

- MFA office hours are Monday through Friday 9:00 am – 5:30 pm.
- Occasional weekend, evening and outdoor 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.
- 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.

MUSEUM OF FINE ARTS ST. PETE

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 accommodation 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 with Marketing and Communications 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.

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.