

MUSEUM OF FINE ARTS ST. PETE

Development Associate

As the first art museum in St. Petersburg, the Museum of Fine Arts (MFA) 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.

POSITION: Development Associate

REPORTS TO: Director of Development

DEPARTMENT: Development

JOB CODE: Full-time/On-site

FLSA STATUS: Exempt

POSITION SUMMARY

The Museum of Fine Arts is seeking a dynamic philanthropy professional to frontline fundraiser, oversee stewardship, affinity groups and our annual giving strategy. Candidates with advanced tenure and demonstrated campaign strategy experience may be considered for placement at the Senior Associate level.

The ideal individual for this role is a strategic, results-oriented, and relationship-driven Development Associate serving as a cornerstone of the museum's fundraising program. This role is responsible for identifying, cultivating, soliciting, and stewarding major gift donors and prospects in support of the MFA's exhibitions, programs, and operating priorities. In addition to managing a robust major gifts portfolio, this position serves as the Development team's point person for donor and patron events — including exhibition openings, salons, receptions and events — working closely with the Events Coordinator to deliver an exceptional donor experience. The Development Associate provides strategic leadership for our annual giving strategy by managing quarterly appeals and digital giving. The role also manages our affinity groups and serves as the primary point person for reinvigorating and growing the Legacy Society. This key role is part of the Development team and works collaboratively with all internal departments and external stakeholders to advance the MFA's mission and meet ambitious revenue goals.

PRIMARY RESPONSIBILITIES & DUTIES

Major Gifts

- Identify, cultivate, and solicit prospects to close major gifts for the museum's top funding priorities, with specific dollar, visit, and proposal goals to be determined with leadership.
- Maintain a significant prospect portfolio of 100–150 individuals (capable of making gifts of \$10,000+) and strategically manage relationships through a moves management process, utilizing face-to-face and virtual visits to bring major gift solicitations to closure.
- Research and qualify current and prospective individual donors and create comprehensive donor prospect profiles, working collaboratively with members of the Development team.
- Ensure the delivery of appropriate and personalized stewardship initiatives for major donors.
- Effectively articulate the MFA's mission, impact, and fundraising needs to secure major gifts.
- Manage a portfolio of major donors, tracking their giving history, interests, and communication preferences.
- Assist the Director of Development in all aspects of campaigns, beginning with prospect research, feasibility studies, and presentation materials.
- Maintain accurate and complete records of donor communications and ensure proper database management for gift processing, fulfillment of donor benefits, gift recognition, donor correspondence, and mailings.

Annual Giving

- **Strategic Leadership:** Provide strategic direction and leadership for the museum's comprehensive annual giving program, which includes the membership program, quarterly fundraising appeals, and digital giving initiatives. Oversee the development and execution of a cohesive annual giving plan to meet revenue goals.
- **Quarterly Appeals:** Lead the strategy and execution of quarterly fundraising appeals, guiding the Annual Giving and Membership Coordinator in:
 - **Strategy Development:** Formulating solicitation strategies, segmented audience targeting, and compelling copywriting.
 - **External Coordination:** Overseeing coordination with mail houses for production and distribution and collaborating with graphic designers on creative assets and collateral.
 - **Performance Analysis:** Analyzing appeal results and providing regular reporting on campaign performance to the Director of Development and senior leadership.
- **Digital Giving:** Strategize and manage the museum's digital giving efforts, including online campaigns and email solicitations. Work with the Marketing team to ensure messaging alignment and maximize reach and conversion.
- **Data Analytics:** Oversee the production of donor statistics, revenue reports, and segmentation lists. Use data analysis to drive decision-making, identify trends, and implement data-driven recommendations to improve donor acquisition, retention, and overall program performance. Ensure the integrity of the database for accurate reporting and segmentation.
- **Donor Journey:** Oversee the donor experience from onboarding through stewardship to ensure a seamless, positive, and engaging journey. This includes monitoring membership conversion metrics at the Visitor Experience level and implementing strategies to improve the path from visitor to member to donor.
- **Special Appeals:** Strategize and execute special appeals as needed, including coordinating with on gala ticketing, event payments, and related administrative functions.

Stewardship

- Serve as the Development team's lead point person for donor and patron events, including exhibition opening events, salons and receptions; working in close partnership with the Events Coordinator on planning and execution.
- Conceptualize and implement an annual calendar of cultivation and stewardship events to keep current and prospective major donors informed, engaged, and connected to the museum.
- Collaborate with the Events Coordinator on guest lists, invitations, run-of-show, and donor recognition elements to ensure a seamless and personalized guest experience.
- Work with the Marketing and Communications team on event messaging, promotional materials, and donor recognition collateral.
- Evaluate event outcomes and donor engagement to continuously refine the museum's cultivation and stewardship strategy.

Affinity Groups

- Manage and grow the Collector's Circle & Young Patrons Collective, developing programming and events that engage these MFA supporters.
- Set annual goals for membership growth, engagement, and philanthropic participation within these affinity groups.
- Identify and cultivate emerging leaders and next-generation donors, with an eye toward long-term major gift potential.
- Strengthen the relationship with the Margaret Acheson Stuart Society and their individual donors

Planned Giving

- Serve as the primary point person for the Legacy Society, reinvigorating the program through renewed marketing, outreach, and stewardship.
- Develop and manage stewardship events and communications for the Legacy Society to deepen commitment and engagement with the museum.
- Set annual goals for increasing Legacy Society membership and identify and cultivate planned giving prospects.
- Serve as primary contact for legacy gift inquiries, working with the Director of Development and outside advisors as needed.

Cross-Department Collaboration

- Work with the Development team to ensure alignment, prevent duplicate efforts, and guarantee a positive donor experience across all touchpoints.
- Collaborate with the Visitor Services and Retail Managers as needed to support donor and patron experience.
- Represent the MFA at special events, community events, business associations, and networking functions to build visibility and identify partnership opportunities.
- Participate in all staff, development team, development committee, or other meetings as appropriate.
- Assist with other tasks as needed and requested to attain revenue goals and objectives.

QUALIFICATIONS, SKILLS, AND ABILITIES

Education/Experience

- Bachelor's degree in a related field.
- 5+ years of progressive experience in fundraising, with a proven track record of successfully soliciting and closing gifts.
- Experience with Blackbaud systems, specifically Altru, or an equivalent donor database is preferred.

- Experience working on or in support of a capital campaign is a plus.
- Experience planning and executing donor cultivation or special events is a plus.
- A Certified Fund-Raising Executive (CFRE) designation is preferred.

Skills and Abilities Required

- A solid background and strong interest in the arts and humanities is preferred.
- Demonstrated knowledge of fundraising principles and a passion for philanthropy.
- Exceptional interpersonal, verbal, and written communication skills.
- Excellent organizational, time management, and decision-making skills.
- Ability to work under pressure, meet deadlines, and maintain a positive attitude while providing exemplary customer service.
- Ability to work independently and collaboratively, carrying out assignments to completion.
- Ability to train, direct, manage, evaluate, and motivate staff and volunteers.
- Excellent computer proficiency (MS Office – Word, Excel, Outlook, Altru, and electronic mailing systems).
- Ability to exercise tact and diplomacy, demonstrate sensitivity to cultural diversity, and nurture a positive working environment.

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 at a computer for extended periods.
- Must be able to adapt to a high-paced environment, occasionally moving/lifting equipment and objects up to 25lbs.
- Must be able to safely and successfully perform the essential job functions 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

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 **careers@mfastpete.org** with Development Associate 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.