



MAP
Sua House
26/1 Kasturba Cross Road
Bangalore 560 001, India
+91 80 4053 5217
contact@map-india.org
map-india.org

Social Media Manager

Location: Remote for now but Bangalore-based post COVID

Contract: Permanent with a 3-month probation

Salary: Competitive

Application deadline: 3rd January 2021. Apply [here](#).

Role commencement: Immediate

About the Museum of Art & Photography

The Museum of Art & Photography is south India's first major private art museum. Situated in Bangalore, MAP's mission is to take art and culture to the heart of the community, making it accessible to diverse audiences, and to create a museum-going culture that encourages people to experience art and heritage in new ways.

MAP is the custodian to a growing collection of over 20,000 art works, predominantly from the Indian subcontinent and dating from the 12th century to the present. Its 40,000 sq. ft. flagship site will include five galleries, an auditorium, an art and research library, education centre, a multimedia centre and a specialised research and conservation facility. From this center, MAP will produce exhibitions, encourage and foster new academic research and improve access and understanding for the visual arts in India, with a key focus on inclusively building new audiences.

MAP's activities have already expanded beyond the four walls of a traditional museum space by not only reaching out to the community through a variety of educational and outreach programmes, but by also taking the museum online. In line with its vision, a MAP digital membership offers a range of online exhibitions, exclusive events, curated collections, a space for kids and much more.

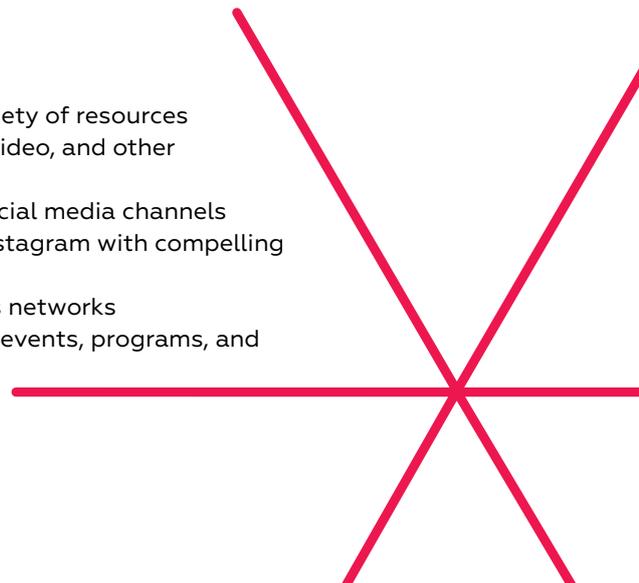
Role Overview

The role combines marketing and social media management skills to architect and enhance MAP's social media presences, including interacting with our audiences, creating and promoting brand-focused interactive and engaging content, and implementing campaigns.

The role requires working closely in collaboration with all departments of the museum, including, Collections, Exhibitions and Programmes, Education and Outreach and Development. In their role, they will report directly to the Head of Communications and PR.

Roles and Responsibilities

- To present strategies for social media channels
- To manage and implement social media strategies
- Expand public awareness and develop new audiences using a variety of resources including integrated digital content such as blogs, social media, video, and other digitally-based communications tools
- Manage the museum's aesthetic vision and graphic identity on social media channels
- Manage publishing and engagement on Facebook, Twitter, and Instagram with compelling content and diligent community management
- Maintain and safeguard brand voice and message strategy across networks
- Promote the Museum's mission, collections, research, exhibitions, events, programs, and initiatives through both organic and paid social media





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- Monitor MAP across all channels, collaborating as appropriate with Public Relations and Marketing teams to execute and respond to events as they occur
- Monitor, report, and respond to messages from the audience on social media channels
- Set and track measurable goals
- Help determine the impact of MAP's social media outreach; analyze and review the effectiveness of organic efforts and paid campaigns to help evolve ongoing social media strategy
- Oversee the management of vendors and freelancers
- Manage, balance, and report on social media budget each month
- Mutually set KPIs to be targeted and reported regularly to both the reporting head and the management on a quarterly basis

Qualifications and Skills

- Bachelor's degree in art history or museum studies (Preferred but not essential)
- 3-5 years of dedicated social media experience
- Exceptional communication skills, both written and verbal, with an ability to translate technical concepts for a varied audience
- An eye for details and inconsistencies, both in writing and style
- Ability to adapt written voice to fit channel and brand
- Ability to analyse and report on social media performance metrics
- Should be proficient in SEO and be able to provide SEO analysis and recommendations
- Should be able to understand the insights report on the social media pages, track user engagement and reach, and suggest changes based on the analysis
- Should be familiar with all outreach and growth tools available on social media channels
- Should have experience with Facebook, Instagram and Youtube Live
- In-depth knowledge and understanding of current social media landscape, trends, tools
- Belief in museums as a cause for social good and a positive, dynamic force
- Ability to work independently and effectively; self-directed
- Ability to work and deliver on tight deadlines
- Collaborative and energetic
- Responsible and accountable for his/her decisions
- Knowledge of the non-profit sector, museum operations, the arts industry, and arts marketing is a plus

Equality & Diversity

MAP is an equal opportunities employer. It opposes all forms of discrimination and believes that all people, regardless of their identity or membership of any group deserve to be treated equally, consistently and fairly. MAP welcomes creativity, excellence and different perspectives that individuals of all backgrounds and abilities bring to our work.

Application and nomination process

To apply please fill in the online application form [here](#).

