Social Media Manager

Role type: Full-time
Location: Bengaluru
Reports to: Head of Communications & PR
Contract: Permanent, with six months probationary period
Salary: Competitive, based on experience
Role commencement: Immediate

About the Museum of Art & Photography

The Museum of Art and 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. It will achieve this by exhibiting, interpreting, and preserving India’s rich artistic heritage. MAP will be a space for ideas and conversations that are initiated through its collection, enabling us to engage with audiences in multiple ways.

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.

This is an exciting time to join the team at MAP, in the busy lead-up to the public opening and we are looking for an experienced Social Media Manager, with a passion for the arts, to be a key part of realising the museum's vision.

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 Digital Editor and Head of Communications & PR.

Duties and Responsibilities
To present strategies for social media channels - Instagram, Facebook, LinkedIn, Twitter and YouTube
To manage and implement social media strategies for all channels
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, Instagram and LinkedIn with compelling content and diligent community management
Manage campaigns with external influencers and organisations for MAP’s social media channels
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
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; analyse 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

- Bachelor’s degree in art history or museum studies (Preferred)
- 3-5 years of dedicated social media experience
- Exceptional communication skills, both written and verbal, with an ability to translate technical concepts for a general 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
● Academic training and/or specific work experience in public relations, marketing, or communications is preferred
● Knowledge of the non-profit sector, museum operations, the arts industry, and arts marketing is a plus
● Belief in museums as a cause for social good and a positive, dynamic force

Work Experience

● Three or more years combined experience in communications, media relations or digital marketing

Skills and Abilities

● Exemplary written, verbal, and listening communication skills and a demonstrated ability to communicate clearly and professionally
● 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
● Should organised and be able to keep track of content on all five platforms

Equality & Diversity

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