Social Media Intern

**Role type:** Full-time  
**Location:** Bengaluru  
**Reports to:** Social Media Manager, Head of Communications & PR.  
**Contract:** 6 months  
**Salary:** Rs. 25,000 per month  
**Application deadline:** 4th July, 2022. Apply here.  
**Role commencement:** Immediate

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**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**

MAP is currently recruiting a Social Media Intern to assist the Social Media Manager with their day-to-day tasks, conduct research on social media trends and growth opportunities, write content and provide administrative support.

This is a unique opportunity to take the first step in a career in communications, media relations or digital marketing, especially for museums or other arts organisations.
In their role, they will report directly to the Social Media Manager, Digital Editor, and Head of Communications & PR.

**Duties and Responsibilities**

- Assist the Social Media Manager in their day-to-day tasks, including ideating, presenting, managing and implementing strategies for social media channels - Instagram, Facebook, LinkedIn, Twitter, YouTube, Spotify and Pinterest.
- Assist with creating and publishing compelling content and monitoring engagement across the social media platforms.
- Maintain the museum’s aesthetic vision and graphic identity on social media channels while safeguarding the brand voice and message.
- Monitor, report, and respond to messages from the audience on social media channels.
- 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.

**Qualifications**

- 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.
- Should be familiar with social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube and Pinterest.
- Knowledge and understanding of current social media landscape, trends, tools.
- Belief in museums as a cause for social good and a positive, dynamic force.

**Skills and Abilities**
• Exemplary written, verbal, and listening communication skills and an ability to communicate clearly and professionally.
• Ability to work in a team as well as independently; self-directed.
• Capacity to work under pressure, multitask, and deliver on tight deadlines.
• Collaborative and energetic.
• Responsible and accountable for his/her decisions.
• Should be organised, and be able to keep track of content across multiple platforms.
• Creative, innovative and resourceful – capable of handling any crises that may develop on-ground during the delivery or execution of an event.
• Calendar management and planning.

Work Experience

3-6 months of digital media, digital marketing or social media experience. Demonstrable interest in working in communications, media relations or digital marketing for museums or arts organisations.

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.

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.