Manager - Direct to Consumer (DTC)

Reports to: Director / Trustee
Role type: Full-time
Remuneration: Competitive, based on experience
Location: Bangalore
Links: www.map-india.org   https://shop.map-india.org

About MAP

The Museum of Art & Photography (MAP) is a new and innovative art organisation opening in Bangalore. MAP's mission is to exhibit, interpret and preserve a growing collection of art and cultural artefacts, motivated by a belief that museums can play a positive role in society. MAP is custodian to a growing collection of over 60,000 artworks, predominantly from south India and dating from the 12th century to the present.

Its 43,000 sq. ft. flagship site includes five galleries, an auditorium, an art and research library, an education centre, a multimedia centre and a specialised research and conservation facility.

While the museum's physical space is being built, MAP is carrying out its mission by actively reaching out to the local community, in particular to schools in Bengaluru, through a variety of programs and projects, including artist loans, art exhibitions, workshops and lectures.

MAP's activities have already expanded beyond the four walls of a traditional museum space. Having launched in December 2020, MAP's Digital Museum, one of the first in India, curates non-stop art experiences for audiences of all ages, from online exhibitions to a range of articles and essays, collaborations with museums around the world, engaging talks by leading industry figures, and educational resources for kids and adults.

This is an exciting time to join the team at MAP, in the busy lead-up to the opening.

Role overview

Direct to Consumer – Manager (DTC) is responsible for spearheading a full range of e-commerce functions with building strategy and execution.

In this role, the Manager of DTC will run point for DTC licensing, budget management, and digital merchandising for existing and future DTC platforms. The DTC Manager will partner with internal teams to execute strategy across creative, retail marketing, social media, public relations, and other media traffic-driving efforts.

As a key consumer touch point, the Manager of DTC will ensure all DTC functions deliver a premium

brand shopping experience, while simultaneously achieving monthly sales targets, customer acquisition goals, and ensuring a positive user experience.

Duties & Responsibilities

- Deliver revenues' via own website and marketplaces like Amazon.
- Lead and execute strategy for existing and future DTC platforms including assortment, merchandising, and promotions.
- Create and drive marketing strategies while collaborating with MAP teams and with agency partners to drive sales through all platforms including Shopify.
- Continuous storytelling detailing initiatives, strategy updates, campaigns and creative. Partner with the communications & creative team to develop or demonstrate content for product development, on-site engagement, and promotions.
- Develop customer acquisition strategies and implement to drive awareness, traffic, conversion and revenue growth; including strategy for social, SEM/SEO, referral, print, sponsorship, influencer marketing, affiliate marketing and PR
- Build and handle DTC calendars to ensure maximum efficiency driving revenue and site cadence and consumer engagement
- Listing products in marketplaces like Amazon, Flipkart, Nykaa, Myntra. Manage the entire inventory records and order fulfilment process with detail and accuracy.
- Preparing and sharing stock sheets with online parties and following up on payments
- Run DTC Budget, including updates, invoicing, and allocation to optimize value, traffic, search, and sales
- Lead retention, promotion and CRM strategies to drive engagement, increased customer return rate and repeat purchases
- Guide with regular inputs on DTC Product Development based on market trends
- Collaborate with licensing teams to secure and onboard licensing partnerships for DTC
- Produce and Analyze data for all areas of the business including Sales, Google Analytics, Social KPIs, email performance, and on-site and linear support. Drive testing and innovation on other platforms Social Shopping, YouTube Shelf, Shoppable TV, and Marketplace expansion

Professional Qualifications/ Experience:

- Post Graduate degree in Business
- 5 - 8 years of experience in two or more of the following: DTC, retail merchandising, sourcing/ licensing, dropship management
- E-Commerce management experience required - Strong commercial awareness with an international outlook

Additional Qualifications

- Solid understanding of DTC/ Ecommerce business with a mix of Merchandising, creative, technical and sales knowledge

- Validated strong strategic problem solver who can set goals and run multiple, diverse projects
- Ability to understand and work within the framework of the overall company strategy and relevant customer insights.
- Understanding of retail math concepts, including inventory management and pricing
- Strong organizational skills, extreme attention to detail and solid follow up.
- Analytical skills: the ability to define problems, collect details data, analyses and interprets results and recommend changes and improvements, good financial skills and P&L understanding
- Executive presence with an ability to influence at the highest levels.
- Keen eye for design and trends
- Knowledge and understanding of Google Analytics, Google AdWords, Social Media Advertising, Affiliate Programs and email marketing tools
- Understanding of web customer behaviour and ways to react at retail
- Experience leading campaigns on the Amazon Advertising Platform
- Marketplace/ Third Party selling experience
- Ability to implement SEO/SEM optimization strategy

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.