



## **Social Media Manager**

**Reports to: Head of Communications & PR**

**Role type: Full time**

**Location: Bangalore**

**Contract: Permanent**

**Salary: Competitive, dependent on experience**

**Role Commencement: Immediately**

**Application Deadline: 10th August, 2023**

### **About MAP**

The Museum of Art & Photography (MAP) is one of India's first major museums of South Asian visual culture. The museum is housed in a state-of-the-art, 44,000 square foot building, designed by the acclaimed Indian architectural practice Mathew & Ghosh, on a landmark site at the heart of Bengaluru's museum district. MAP's five-story building on Kasturba Road includes multiple galleries where the collection is displayed, an auditorium, an art and research library, an education centre, a specialised research and conservation facility, as well as a café.

MAP's collection includes more than 60,000 works predominantly from South Asian: Modern and contemporary art, living traditions, textiles, craft and design, pop culture, pre modern art and photography, dating from the tenth century to contemporary times.

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. The museum is a space for ideas and conversations that are initiated through its collection, enabling the museum to engage with audiences in multiple



ways. MAP seeks to inspire people to interact with art in ways that encourage humanity, empathy and a deeper understanding of the world we live in.

With a focus on accessibility for people with disabilities, and technological tools to make the museum relevant and exciting, MAP ensures a holistic experience for visitors of all ages.

Having launched online in December 2020, at the height of the pandemic, as India's only digital-first museum, MAP has been bringing its collection to life through multiple pathways, 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.

## **Role Overview**

The Museum is seeking a talented and enthusiastic Social Media Manager to join our team. The ideal candidate will be responsible for developing and implementing the museum's social media strategy, creating engaging content, and managing various social media platforms. The Social Media Manager will play a pivotal role in increasing the museum's online presence, driving audience engagement, and promoting the museum's mission and activities through social media channels.

## **Duties and Responsibilities**

- Develop and implement the museum's social media strategy, aligning it with the museum's mission, goals, and target audience.
- Create and curate engaging content, including text, images, videos, and infographics, for the museum's social media platforms.
- Manage and maintain the museum's presence on various social media channels, such as Facebook, Instagram, Twitter, YouTube, LinkedIn, and other emerging platforms.



- Monitor and engage with the museum's online community, responding to comments, inquiries, and feedback in a timely and professional manner.
- Monitor social media trends, tools, and applications, and recommend innovative strategies to enhance the museum's social media presence and effectiveness.
- Collaborate with various museum departments, including exhibitions, education, events/programming etc to gather content and promote museum events, programs, and initiatives on social media.
- Work with external partners/collaborators/vendors to engage through social media on joint projects.
- Track and analyse social media metrics, such as reach, engagement, and conversions, and prepare regular reports to measure the effectiveness of social media efforts.
- Stay up-to-date with emerging social media platforms, trends, and best practices, and make recommendations for incorporating new technologies and strategies into the museum's social media activities.
- Implement social media advertising campaigns to promote special events, exhibitions, and fundraising initiatives.
- Collaborate with external partners, influencers, and relevant organisations to expand the museum's reach and audience engagement through social media collaborations.

### **Requirements:**

- Bachelor's degree in communications, marketing, public relations, or a related field. Equivalent experience will be considered.
- Proven experience as a Social Media Manager or similar role, preferably in the cultural sector or nonprofit organisations.
- In-depth knowledge of various social media platforms, including their functionalities, algorithms, and best practices.
- Strong copywriting and editing skills, with the ability to craft engaging and creative content for different social media channels.



- Proficient in using social media management tools and analytics platforms to track and measure performance.
- Excellent communication and interpersonal skills, with the ability to engage and interact with diverse online audiences.
- Creative mindset and the ability to think outside the box to develop innovative social media campaigns.
- Strong organisational and time management skills, with the ability to manage multiple projects and meet deadlines.
- Familiarity with graphic design principles and basic photo/video editing skills are a plus.
- Passion for art, history, culture, and museums.

## **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.