

Digital Media Officer

Reports to: The Head of Marketing & Communications

Role type: Full Time

Location: Bangalore

Role Commencement: Immediate

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 Matthew & 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 1000,000 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.

Our mission is to harness the transformative potential of art, to enrich lives, ignite creativity, and connect people. We make art accessible and engaging for everyone through innovative experiences, meaningful dialogue and building communities.

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, and then physically in February 2023, 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.

Key Responsibilities

- Create data-driven digital marketing strategies that cover Search and Paid Media, tailored to the target audience and aligned with business goals.
- Conduct keyword research, Optimise digital content for search engines to enhance visibility, improve organic traffic, and meet search engine optimisation standards.
- Have knowledge and experience with CRM and marketing automation tools
- Use analytics tools such as Google Analytics to track campaign performance, and optimise strategies. This analysis also includes monitoring metrics like website traffic, engagement rates and registrations / conversions.
- Work closely with the marketing team as well as other departments to execute cohesive campaigns to deliver the required outcomes.

Qualifications and Skills

- **Education-** A bachelor's degree in marketing, communication or a related field is required. Certifications in SEO, SEM, or analytics tools are advantageous.
- **Experience-** At least 3-5 years of experience in digital marketing/media
- **Analytical skills-** Proficiency in data analysis and metrics to assess campaign performance and derive insights for optimisation.
- **Technical skills-** Familiarity with CRM platforms and Google Analytics.
- **Search expertise-** In-depth knowledge of SEO and SEM to improve search engine rankings and drive traffic.
- **Communication skills-** Strong written and verbal communication skills to collaborate effectively with cross-functional teams, and external partners.
- **Flexibility-** Ability to adjust media strategies based on analytics and evolving museum needs.

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.