



Online Growth Manager (Performance Marketing & CRM)

Reports to: Sales Head

Role type: Full-time

Location: Bangalore

Role commencement: Immediate

About the Museum of Art & Photography (MAP)

The Museum of Art & Photography (MAP) is a new and innovative museum that opened its doors to the public in February 2023. MAP's mission is to exhibit, interpret and preserve a growing collection of art and cultural artifacts, motivated by a belief that museums can play a positive role in society.

Since 2016, even while the museum's physical space was being built, MAP has been carrying out its mission by actively reaching out to the local community through a variety of programmes and projects. With the pandemic, it also took a lot of its programmes online.

This is an exciting time to join the team at MAP, in our new space and with many new projects in the pipeline. With audience development and growth one of the primary areas of focus with the physical museum now open and operational, we're looking to expand our Public Programmes team.

Summary:

You will be part of the core Retail team at the Museum of Art & Photography (MAP), bringing consumers closer to Art through unique products across multiple categories, all inspired from the collection at MAP. In this role, you will take complete ownership over top-line revenue in the Online channel, which you will drive through both acquisitions and repeat. You will operate the levers of digital and performance marketing, CRM, Storefront, website experience and visual merchandising on D2C as well as Marketplaces. Your creativity, analytical skills, strategic thinking, and ability to execute strategies and experiment effectively will set you up for success in this role.

Key Responsibilities:

- **Customer Acquisition:**

- Develop and implement data-driven strategies to drive customer acquisition across multiple channels (e.g., social media, search, email, partnerships).
- Manage paid advertising campaigns on platforms like Google, Facebook, and Instagram to drive traffic and conversions & Optimize campaigns to meet customer acquisition cost (CAC) and lifetime value (LTV) targets.
- Continuously test, analyze, and optimize ad creatives, copy, and targeting for maximum ROI.

- **Retention and CRM:**

- Build and execute strategies to improve customer retention and repeat purchase rates using tools like email marketing, SMS, and loyalty programs.
- Leverage CRM tools to segment and personalize communication with customers.

- **Sales Planning & Analytics:**

- Create and own the monthly sales plan, with deep insights into the levers that drive revenue, working cross-functionally to execute that plan and track growth performance.
- Monitor and analyze key performance metrics, including website traffic, conversion rates, CAC, LTV, and ROI.
- Plan and manage the growth marketing budget, ensuring efficient allocation to achieve business objectives.

- **Website & Store Optimization:**

- Manage the home page and category pages on the website to run campaigns and boost sales. Use free shipping, and campaign levers to drive conversions.
- Work with the design and development teams to enhance the user experience (UX) and improve website conversion rates through A/B testing and user feedback.
- Implement SEO best practices to boost organic traffic.

- **Social Media, Brand Collaboration and Partnerships:**

- Manage social media pages along with the content team.
- Identify and collaborate with relevant influencers, affiliate partners, and other D2C brands to expand the brand's reach.
- Negotiate and manage partnerships to drive incremental growth.
- Research and identify opportunities for entering new markets, channels, or product categories.

- **Marketplaces Growth & Scale:**

- Identify and onboard onto relevant marketplaces.
- Manage inventory, experience and sales on each channel - optimising for channel level nuances.
- Plan and execute growth strategies - Run campaigns using marketing and pricing as levers among others.

Qualifications:

We're looking for people who on paper, have:

- A Bachelor's degree.
- 5+ years of experience in a related field.

But more importantly, on culture:

- Who have a high bar on the quality of their work.
- Who think consumer-first on everything.
- Who can make a logical argument, are structured and use data effectively.
- Who are self-starters, ambitious and driven, who will do what it takes to get the task done.
- Who bring energy, enthusiasm, respect and empathy to the workplace.