



## **Retail & Sales Head (Physical Retail/E-Commerce D2C/Marketplaces)**

**Reports to:** Acting Director

**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 lead the charter of the 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 drive revenue growth, enhance customer experience, and optimize sales performance across all platforms. This role requires a strong leader who brings to the table ambition and enthusiasm and excels at sales strategy development, creative and analytical thinking and multi-channel operations.

## **Key Responsibilities:**

### **Sales Strategy & Planning:**

- Develop comprehensive sales strategies to drive revenue growth across online and offline channels.
- Analyze sales data and customer feedback to refine sales tactics and adjust to market demands.
- Monitor and optimize sales targets, budgets, and KPIs, ensuring alignment with overall business goals.
- Lead the monthly sales planning process, coordinating with marketing and merchandising teams to execute strategies effectively.

### **Customer Acquisition & CRM:**

- Implement strategies to attract and retain high-value customers through targeted marketing campaigns and loyalty programs.
- Leverage CRM tools to segment and personalize customer outreach, driving repeat purchases and customer satisfaction.
- Analyze customer acquisition costs (CAC) and lifetime value (LTV), optimizing marketing spend across channels.

### **Store Operations Management:**

- Oversee daily operations of physical retail stores, ensuring consistent execution of brand standards.
- Manage inventory levels, stock rotation, and visual merchandising to enhance the in-store experience.
- Implement training programs to equip sales staff with product knowledge and effective sales techniques.
- Monitor in-store performance, identifying areas for operational improvement.

### **E-commerce & Digital Sales:**

- Develop and implement strategies to maximize online sales performance, including targeted email marketing, social media campaigns, and paid digital ads.
- Collaborate with web developers to optimize the online store's user experience, reducing friction and boosting conversion rates.

- Utilize analytics tools to track website performance, analyze customer behavior, and refine digital marketing tactics.
- Expand to select marketplaces and optimise for business growth, managing a high standard of customer experience and fulfilment protocols.

### **Brand Collaboration & Partnerships:**

- Identify strategic partnerships to expand the brand's reach and drive incremental sales.
- Negotiate terms with influencers, affiliate partners, and other brands to create mutually beneficial collaborations.
- Coordinate cross-promotional campaigns, leveraging the store's product assortment to align with partner brands.

### **Analytics & Reporting:**

- Monitor and report on key sales metrics, including revenue, profit margins, conversion rates, and customer acquisition costs.
- Use data insights to inform strategic decision-making, adjusting plans to address emerging market trends and customer preferences.
- Prepare monthly and quarterly reports for senior management, presenting actionable insights and recommendations.

### **Qualifications:**

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

- A Bachelor's degree, MBA preferred.
- 7+ years of experience in a related field with at least 2 years of omni channel experience.

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.