



## Social Media Executive

**Experience:** 2-3 years

**Location:** Bangalore (On-site)

**Role Commencement:** Immediate

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### 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 Asia: 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.



## Role Overview

We are looking for a creative and hands-on Social Media Executive to manage and grow the MAP gift store's social media presence. The role requires strong content creation skills, an understanding of Instagram-led growth, and the ability to execute visually engaging content for both online and offline retail requirements.

## Key Responsibilities

- Manage the MAP gift store's social media channels, including content creation, scheduling, and publishing
- Create engaging social media assets such as Instagram reels, static creatives, and short-form videos
- Plan and execute Instagram-first content to drive reach, engagement, and brand recall
- Handle influencer outreach, coordination, and collaborations, including briefing and content tracking
- You will have to do product photoshoot and social content shoots for online platforms and offline store requirements
- Work closely with internal teams to align content with campaigns, product launches, and promotions
- Monitor performance using social media analytics and optimise content based on insights and trends
- Stay updated with the latest social media trends, formats, and platform best practices

## Tools & Software Requirements

Adobe Photoshop, Adobe Premiere Pro, VN (Video Editing App), CapCut, Canva, etc.

## Required Skills

- Strong understanding of Instagram content formats, especially reels and creatives
- Proficiency in video editing and visual storytelling
- Familiarity with social media analytics and performance tracking
- Comfortable using AI tools for content ideation, editing, and optimisation



- Good communication and coordination skills

### **Brownie Points**

- Hands-on experience in photography and videography
- Ability to independently conceptualise and execute shoots
- Prior experience with lifestyle, retail, or gifting brands

### **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.