



Digital Marketing/SEO Executive

Reports to: Head of Communications & PR

Role type: Full time

Location: Bangalore

Contract: Permanent

Salary: Competitive

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 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

As a Digital Marketing Executive with a specialisation in Search Engine Optimisation (SEO), you will play a crucial role in enhancing our online presence and driving organic traffic to our digital platforms. You will be responsible for developing and implementing effective digital campaigns, optimising website content, analysing data and keeping abreast of the latest trends in the digital marketing landscape.

Duties and Responsibilities

SEO Strategy and Implementation:

- Develop and execute SEO strategies to improve organic search rankings and visibility on search engines.
- Conduct keyword research, competitor analysis, and market research to identify opportunities for growth.
- Optimise on-page elements, including meta tags, headings, URLs, and content, to improve search engine rankings.



Content Marketing:

- Collaborate with the content team to create high-quality, SEO-friendly content that aligns with target keywords and audience interests.
- Ensure all website content, blog posts, and landing pages are optimised for SEO and contribute to lead generation.

Website Optimization:

- Monitor and analyse website performance using tools like Google Analytics and Search Console to identify areas for improvement.
- Implement technical SEO optimizations to enhance website speed, user experience, and crawlability.

Link Building and Outreach:

- Develop and execute link-building strategies to acquire high-quality backlinks from relevant websites.
- Identify and build relationships with key influencers, bloggers, and industry partners for link building and content promotion.

Paid Search Advertising:

- Assist in managing pay-per-click (PPC) advertising campaigns on platforms like Google Ads and social media channels.

Social Media Marketing:

- Collaborate with the social media team to integrate SEO strategies into social media content and campaigns.

Reporting and Analysis:

- Prepare regular reports on SEO performance metrics, website traffic, keyword rankings, and other relevant KPIs.



- Utilise data-driven insights to make data-backed recommendations for ongoing improvements.

Requirements

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in digital marketing with a focus on SEO, preferably in the arts and culture industry.
- Proficiency in using SEO tools such as Google Analytics, Google Search Console, and keyword research tools.
- Knowledge of on-page and off-page SEO techniques and best practices.
- Familiarity with content management systems (CMS) and website analytics platforms.
- Strong analytical skills and the ability to interpret data to drive strategic decisions.
- Excellent communication skills and the ability to work collaboratively with cross-functional teams.
- Creative thinking and a proactive approach to problem-solving.
- Stay up-to-date with the latest SEO trends, algorithm updates, and industry developments.

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.