



Online Commerce Manager

Reports to: Director

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 the Online Commerce Manager, you will be responsible for managing the end-to-end online presence of our brand store and driving online sales. You will play a pivotal role in strategizing, implementing, and managing all aspects of our e-commerce platform. Your primary focus will be on increasing online sales, enhancing customer satisfaction, and maintaining a seamless online shopping experience.

Duties and Responsibilities

- E-commerce Strategy: Develop and execute the online commerce strategy in alignment with the brand's goals and objectives, focusing on driving sales growth and customer engagement.
- Website Management: Oversee the maintenance and optimization of the brand's e-commerce website, ensuring a user-friendly interface, smooth navigation, and a visually appealing design.



- **Product Management:** Coordinate with the tech and supply team to ensure accurate and compelling product listings, including high-quality images, detailed descriptions, and relevant attributes.
- **Inventory Management:** Monitor inventory levels, restocking timelines, and product availability to prevent stockouts and optimize customer fulfillment.
- **Sales Optimization:** Implement strategies to increase online sales, including promotions, discounts, bundles, and cross-selling/up-selling initiatives.
- **Customer Experience:** Enhance the online shopping experience by addressing customer inquiries, concerns, and feedback promptly. Identify opportunities to improve customer satisfaction and loyalty.
- **Analytics and Reporting:** Regularly analyze e-commerce performance metrics, generate reports, and provide insights to the management team. Use data-driven insights to refine strategies and make informed decisions.
- **Digital Marketing Collaboration:** Collaborate with the digital marketing team to align online commerce initiatives with marketing campaigns, SEO efforts, and social media strategies.
- **Stay Current:** Stay up-to-date with industry trends, emerging technologies, and best practices in e-commerce to drive innovation and maintain a competitive edge.

Requirements

- Bachelor's degree in Marketing/ Business or a related field (or equivalent practical experience). MBA desirable but not required.
- 2-5 years of experience in e-commerce management, preferably in a similar role within a small to medium-sized brand.
- Strong understanding of e-commerce platforms, website management, and online shopping trends.



- Proficiency in e-commerce analytics tools and platforms (e.g., Google Analytics, Shopify Analytics).
- Experience with inventory management and order fulfillment processes.
- Excellent communication skills and ability to collaborate cross-functionally.
- Detail-oriented with a focus on delivering exceptional customer experiences.
- Familiarity with SEO, digital marketing, and social media strategies.
- Basic understanding of web design principles and user experience (UX) optimization.

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.