**JOB CODE: 054 TITLE: Digital Media Manager LAST DATE: 20.05.2019**

Total No. of Posts: 1

Gender : Male / Female

Remuneration : Rs. 35,000/- per month (Consolidated)

Type : On contract basis

**Job Description:**

* Daily management of the organisation’s website
* Daily management of the organisation’s social media channels, including:
  + Creating and scheduling content to represent the organisation's multiple voices, projects and priorities through brilliant and playful digital storytelling across platforms
  + Engaging with our online community to build and strengthen our following
  + Coordinating and seeking out contributions from across the museum’s departments
  + Capitalising on trends and topics to grow our audience and bring a meaningful voice to the conversation
  + Responding to customer enquiries across channels
  + Share contents by sister institutions (MACC, JNAF, BHSC), collaborators, facilitators and visitors content
* Create and engage in campaigns relevant to CSMVS and its collections and activities
* Lead and evaluate all digital marketing and promotional campaigns, including paid advertising and organic social media content.

**Content generation**

* Creation of a calendar to share collections and activities throughout the year
* Create content optimised per platform across a range of media including photography and video
* Make use of emerging technologies on social media to present CSMVS’ stories in relevant, meaningful and engaging ways

**Email Marketing**

* Develop and implement the museum’s email newsletters and related digital marketing strategies, managing the museum’s email lists and developing strategies for email marketing growth.

**Evaluation**

* + Report on digital activity across channels and implement improvements based on analysis, insight and user feedback
  + Report on trends and hits and misses using listening tools and accordingly make required changes in discussion with coordinators
  + Make use of Google Analytics to track conversions and measure the commercial impact of our social activity

**Partnerships**

* Together with the coordinators from internal clients mentioned earlier and sister institutions (Children’s Creative Centre, MACC, JNAF, BHSC) develop and implement a comprehensive strategy for engaging with digital influencers
* Identify and develop partnership opportunities with peer/sector organisations

**Other**

* Be an internal champion for digital work; encourage contributions from colleagues throughout the organisation and convince them of its value
* Keep up to date with all new developments in the digital media world, advising colleagues on future developments
* Any other work as may be requested by the DG’s Office.

**Essential Qualification, Experience& Knowledge:**

* Minimum 2 years experience of working in/formuseum/Galleries/Archives /cultural organization preferably handling social media or related digital humanities.
* Bachelors in Humanities / Marketing /Mass Media / Science.
* Knowledge of IT, computer softwares, Digital Multimedia, Internet, etc.
* Good speaking and writing skills in English; preferably Hindi and Marathi too
* Good coordination skills & ability to work with deadlines
* Experience in managing website CMS, Social Media platforms and their analytics for successful delivery of multi channel integrated campaigns.
* Knowledge of image manipulation software and producing graphics for online use.
* Knowledge of web technologies, standards and trends and the capacity to identify opportunities to deliver improved online services.

**Desirable Skills and abilities:**

* Good interpersonal skills including the ability to develop effective working relationships with a wide range of internal and external stakeholders and liaise at all levels
* Ability to troubleshoot and resolve technical issues in conjunction with third parties in a timely manner
* Good analytical and research skills, including the ability to summarise complex information clearly and concisely

**APPLICATION PROCEDURE**

**Interested candidates may send only CV with photograph on or before 20th May 2019 to The Assistant Director (Admin), on Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, 159-161, M.G. Road, Fort, Mumbai 400023. Superscribe the envelope with the post applied for with the Job code OR email your CV mentioning the Job Code and the Post applied for in the Subject line on** [recruitmentcsmvs@gmail.com](mailto:recruitmentcsmvs@gmail.com)