**JOB CODE:146 LAST DATE: 20/02/2024**

**TITLE: DIGITAL MEDIA ASSISTANT**

Total No. of Posts : 1

Remuneration : Rs. 35,000 - 45,000/- per month (Consolidated, commensurate with experience)

Type : On contract for 3 months, extendable upon mutual agreement

**Job Description**

* Lead and evaluate all digital marketing and promotional campaigns, including paid advertising and organic social media content.
* 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 (JNAF, BHSC Asiatic Society), collaborators, facilitators and visitor’s content
* Create and engage in global campaigns like #MuseumWeek, #AskaCurator relevant to CSMVS and its collections and activities
* Create and participate in takeovers as relevant to CSMVS and its collections and activities
* Identify and develop partnership opportunities with peer/sector organisations
* Together with the coordinators from internal clients and collaborators develop and implement a comprehensive strategy for engaging with digital influencers

**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.

**Website**

* Create metadata and upload of museum collection on subsection
* Upload events, publications, digital exhibitions and new pages as and when required.
* Constant updation of content on all pages of the site to ensure relevance.

**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

**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
* Work closely with the education, curatorial and other teams at the Museum to ensure a cohesive and compelling digital presence is maintained.

**Essential Qualification & Experience**

* Bachelor's degree in communications, humanities / marketing, science, or a related field (or equivalent work experience).
* Experience of managing day to day website delivery and other digital platform.
* A good knowledge of how digital channels can be integrated to successfully deliver multi-channel, integrated campaigns.
* Experience of web and other analytics and interpreting data to effect change.
* Knowledge of web technologies, standards and trends and the capacity to identify opportunities to deliver improved online services.
* Knowledge of image manipulation software and producing graphics for online use.

**Essential Skills:**

* 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 CV on or before February 20, 2024 to The Assistant Director - Administration on the above-mentioned address. Superscribe the envelope with “Job Code 146 – Digital Media Assistant” **OR** email your CV mentioning “Job Code 146 – Digital Media Assistant” in the Subject line on [recruitmentcsmvs@gmail.com](mailto:recruitmentcsmvs@gmail.com)

The decision of the Board of Trustees in the matter shall be final and they shall not be obliged to give any reasons for the same.