



## JD - Digital Outreach Manager/Head

The role of Digital Outreach Manager/Head at Sarmaya Arts Foundation demands a visionary leader to steer the organisation's digital initiatives. We seek an individual who will lead and nurture engagement experience online — website, social media, etc; and guide the development of robust digital initiatives that support Sarmaya's programs. Collaboration forms the cornerstone of their skill. Technical proficiency should serve as the bedrock of their creative vision. We prioritise candidates who exhibit profound curiosity, resourcefulness, and an unwavering commitment to pursuing knowledge.

Location: Mumbai

Compensation: Commensurate with experience

Application Deadline: 1st August 2024

Work Schedule: Full-time, Monday through Friday

### **ABOUT SARMAYA**

Sarmaya is a carefully curated, privately owned, not for profit repository of art and artefacts from the larger Indian subcontinent with public interests. A digital museum with a physical archive that houses a diverse collection that falls into the categories of numismatics, cartography, photography, engravings, rare books, indigenous art and modern and contemporary art. Founded in 2015, the aim of the foundation is to make India's art, heritage, and culture more accessible, engaging, and educational and offer these resources free to a larger public. We have a physical archive in Mumbai, India, and work on a hybrid model of programming, online and on ground. Our founder and collector Paul Abraham and his partner and our brand custodian, Pavitra Rajaram, lead Sarmaya.



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### **Desired Skills and Experience**

- Degree in Marketing, Communications, Digital Media, or a related field.
- 5-7 years of experience in leading digital marketing, social media, or a related field.
- Genuine interest and understanding of the arts and cultural sector, with the ability to create culturally relevant and sensitive digital campaigns.
- Knowledge of innovative digital strategies, trending campaigns, and other cutting-edge marketing techniques to enhance the organisation's digital presence and engagement.
- Strong problem-solving skills and ability to plan, execute, and manage multiple projects
- Working knowledge of Content Management Systems (e.g., WordPress). Knowledge of SEO, SEM, PPC, Graphic Design tools and email marketing.
- Proficiency in managing social media platforms.
- Ability to build and maintain relationships with stakeholders, influencers, and media.
- Excellent verbal and written communication skills.
- Ability to analyse digital marketing metrics and generate reports, with experience in Google Analytics and other analytics tools.
- Ability to work collaboratively across teams and with external partners.

### **Primary Responsibilities:**

- Uphold and advance the mission and objectives of Sarmaya Arts Foundation through digital initiatives.
- Lead and implement digital strategies aligned with Sarmaya's mission and goals, devising comprehensive plans to achieve them.
- Develop and sustain programs on the website, social media, and other digital platforms.



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- Lead and inspire colleagues, motivating and guiding them in executing digital projects effectively.
- Maintain a detailed calendar and organise monthly to yearly plans for digital initiatives.
- Analyse and assess performance metrics quarterly, generating reports to inform and optimise digital platforms and strategize to create a way forward.
- Lead and collaborate with the Tech and Content teams to improve website accessibility, ensuring the content is easily navigable and searchable on Sarmaya's website.
- Oversee social media management, ensuring engaging content and growth of Sarmaya's online presence.
- Support fundraising initiatives through digital channels, collaborating with the Founder and other colleagues to maximise outreach and engagement.
- Manage other digital assets, including press releases, newsletters, and promotional materials, to enhance the organisation's outreach efforts.
- Cultivate and manage partnerships with diverse stakeholders to foster impactful digital collaborations.

**Interested applicants, please email your resume to [connect@sarmaya.in](mailto:connect@sarmaya.in), stating your interest and experience for the role, along with work samples and two contact details of professional references. While we appreciate the interest, only those selected will be contacted for an interview.**