Manager - Communications & PR

Reports to: Museum Director
Line Management: Digital Content Editor, Social Media Manager
Role type: Full-time
Remuneration: Competitive, based on experience
Location: Bangalore
Application deadline: 5th August 2021
Role Commencement: Immediate

About MAP

The Museum of Art & Photography (MAP) is a new and innovative art organisation opening in Bangalore. MAP’s mission is to exhibit, interpret and preserve a growing collection of art and cultural artefacts, motivated by a belief that museums can play a positive role in society. MAP is custodian to a growing collection of over 20,000 artworks, predominantly from south India and dating from the 12th century to the present.

Currently under construction, its 43,000 sq. ft. flagship site will include five galleries, an auditorium, an art and research library, an education centre, a multimedia centre and a specialised research and conservation facility.

While the museum’s physical space is being built, MAP is carrying out its mission by actively reaching out to the local community, in particular to schools in Bengaluru, through a variety of programs and projects, including artist loans, art exhibitions, workshops and lectures.
MAP's activities have already expanded beyond the four walls of a traditional museum space. Having launched in December 2020, MAP's Digital Museum, one of the first in India, curates non-stop art experiences for audiences of all ages, 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.

This is an exciting time to join the team at MAP - heading up the marketing and communications for its digital museum and also being on the founding team of the museum in the lead-up to the opening for its physical space in the heart of the city.

**Role overview**

The Manager - Communications & PR will be responsible for planning, developing, and implementing an integrated marketing and communications plans for exhibitions, educational programs, events, community and development initiatives, to maintain and potentially increase the Museum's visibility and attendance - in the online space and also once the Museum opens to the public. Duties also include developing strategies to deepen the Museum’s reach through a combination of traditional and digital marketing tactics, staff management, collaboration with other departments and community groups, active management of press and media contacts, and budget management.

**Duties and Responsibilities**

- Have primary responsibility for the planning, creative direction, and implementation of marketing campaigns for the institution as a whole - both digital and physical museum spaces - special exhibitions, collections installations, programmes, special events, and new initiatives; the development of successful strategies for engaging the public through effective press relations and social media strategies.
- Lead strategic applications and positioning of the museum’s brand.
Utilise a variety of marketing tools including traditional media, digital media and social media.

Oversee the production of and approve all marketing and communications materials.

Create, implement and oversee strategies and timelines for marketing, communications, advertising, media buying, content marketing, and public relations.

Write and/or edit content for Museum promotions and communications (internal and external), development campaigns, and video scripting.

Write press releases, pitch emails, organise media interviews for journalists with the curators, Museum Director, Founder etc..

Draft quotes and any leadership-related content.

Develop and proactively manage relationships with media organisations, fulfilling inquiries and image requests.

Develop an excellent working relationship with PR and/or marketing agencies and be the point of contact for them within the organisation.

Develop relationships with vendors, sponsors, advertisers and community contacts in order to maximise marketing spend.

Work collaboratively as a member of the Museum’s senior management team.

Coordinate with other museum departments to ensure marketing and communications needs are being met.

Manage and work with Marketing and Communications staff to meet goals and execute strategies.

Develop, manage and oversee marketing and communications budget and staff.

Measure, review and report on the progress of marketing and communications plans and projects.

Provide marketing and communications reports when required.
Education and Experience

- Bachelor’s degree or equivalent experience required; Master’s degree preferred
- Non-profit or museum marketing experience a plus
- Five or more years experience as a marketing and communications director managing a team

Skills and competencies

- Excellent communication skills, both written and verbal under time constraints.
- Ability to develop and implement an integrated marketing and communications plan.
- Excellent project management and decision-making skills.
- Experience in lead generation to sales conversion (for memberships and events)
- Excellent interpersonal skills; individual must be personable and diplomatic in working with diverse constituencies and staff.
- Proven experience using best practices in marketing communications (including related technology), public relations, graphic design, internet marketing, and print industry.
- Budget development and monitoring experience.
- Proven management/supervisory experience.
- Solid knowledge of web analytics and Google Adwords
- Experience with CRM software
- Leadership skills with the ability to set and prioritise goals
- Self-sufficient in routine office administration tasks, including finalising correspondence, maintaining calendar appointments, preparing presentations, etc.
- Able to effectively represent the Museum at public events.
• Must be suited for a fast-paced, high-energy work environment and have strong organisational skills, including strong attention to detail and accuracy.
• Team player with strong collaborative skills

**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.

**Application process**

• To apply please fill in the application form on the website. Only shortlisted candidates will be contacted.