MAP ACADEMY

Position: Communications & Marketing Associate
Contract: 1 year (with potential to extend thereafter)
Location: Remote/Work from home
Remuneration: Rs. 35,000 – Rs. 45,000. Depending on previous experience.
Role Commencement: 1st August 2021

The MAP Academy is looking for a Communications & Marketing Associate to join its team.

About the MAP Academy

We are a team of researchers, editors, writers and creatives united by a shared goal of building more equitable resources for the study of art histories from the Indian subcontinent. We work and collaborate remotely across India, Southeast Asia, Europe and the United States, and together, we have built the MAP Academy — a non-profit online platform consisting of an Encyclopedia, Courses and a Blog — which encourages knowledge building and engagement with the visual arts of the region.

Our Encyclopedia covers explanations of techniques and materials, thematic essays on historical trends and biographies of artists and institutions. This expanding set of articles adopts the sensibilities of traditional encyclopedic conventions while adapting to the digital medium and its possibilities.

Our Online Courses, most of which are in production and launching soon, are underpinned by our Core Course Programme, which includes introductory histories to Textiles; Photography; Modern & Contemporary Art; Craft; Narrative Painting; and Archeology, Sculpture & Architecture. These contain knowledge-based, skill-based and case study-based content taught through audio, text and videos in asynchronous formats suitable for self-paced learning.

Currently a majority of our content focuses on art from within the modern geographic boundaries of India, and we are in the process of expanding to include broader histories of South Asia. While our work is supported by the Museum of Art & Photography (MAP), Bengaluru, our editorial choices are independent.

We are looking for applicants who share our vision of improving access to and understanding of the visual arts in the subcontinent.
Role Overview

The Communications & Marketing Associate will be responsible for various external communications including press, social media and audience engagement through our website. A significant responsibility of the role is to comprehend and analyse user data over various communication channels and propose newer methods of growing and engaging with audiences, through the MAP Academy's online offerings.

Preferred Skills and Abilities

We invite applications from candidates who:

- Have an interest in and knowledge of art and culture, and experience with arts and culture-related marketing.
- Have at least 3 years of experience in a role related to Communications, Social Media Management, Digital Marketing or Data Analytics.
- Have a Bachelor’s or Master’s degree in Art History or History, Communications or other Humanities with a demonstrable focus on Public Relations, Email and Social Media Marketing, Ad Campaigns and Analytics. Applicants with a background in research and writing are preferred.
- Have experience in writing, creating and posting ad campaigns across Instagram, Facebook and LinkedIn.
- Have a working knowledge of platforms such as Mailchimp, Google Analytics, Wordpress (and its plugins), LMS and other related applications and softwares.
- Are proficient in monitoring, linking and marketing SEO keywords and keep track of web traffic metrics.
- Proficient in understanding and effectively acting on user data to increase potential users across our online offerings.
- Have an excellent command over written (compositional) English and strong communication skills.
- Can effectively organise, store and manage all assets and incoming user data for MAP Academy. These include storage of images, videos, software licences, data backups and other IT infrastructure.
- Staying up to date with technology and trends in social media, design tools and related apps. Develop social media strategies and campaigns based on analytical data and KPIs.
- Are able to think creatively and solve problems.
- Are proactive, driven, able to adhere to deadlines and work seamlessly across levels and teams.
Culture and Values

Driven by a belief in our work and its potential for positive impact, as well as our responsibility to the public, the individuals or communities we write about and our own teams, partners and collaborators, the MAP Academy emphasises a communicative and respectful work environment.

MAP is an equal opportunities employer. It opposes all forms of discrimination and believes that all people, regardless of their identity or membership of any group deserve to be treated equally, consistently and fairly. It aims for recruiting processes to be transparent and open, giving everyone an opportunity to apply and for their application to be reviewed by the hiring team.

Application and nomination process

To apply, fill in the application form here.

If you wish to avail reasonable arrangements on account of any disability to be a part of the process, please write to us at access@map-india.org with at least a week’s prior notice and we will do our best to accommodate the request.

Please note that only shortlisted candidates will receive confirmation via email. Following this, they will be presented with a task and invited for interviews. The role will then commence by mid-July 2022.

Please write to mandara.vishwanath@map-india.org with any queries you may have.