Digital Memberships - Lead

Reports to: Sr. Manager / Head of Digital Memberships / Head of Communications and PR
Role type: Full-time
Remuneration: Competitive, based on experience
Location: Bangalore
Application deadline: July 30, 2022
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 60,000 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, in the busy lead-up to the opening.

Role overview

MAP is recruiting a Digital Community Lead for its digital museum at www.map-india.org.

The role will require strong organisational and coordination skills, resourcefulness and interpersonal skills. The individual will have to work closely with the Museum’s digital and development team and should have strong communication skills.
Duties and Responsibilities

- Coordinate and collaborate with MAP partners to ensure smooth delivery of the digital membership plan.
- Contribute to the sturdy growth of the membership programme based on organisational growth plan.
- Working with the tech team to understand workflows and implementation challenges and workarounds for the same.
- Traffic monitoring and reporting along with the SEO team member.
- Ease of using analytic tools for progress monitoring and reporting.
- Reviewing data collected on surveys and analyzing the same. Support required reporting and documentation.
- Manage customer service team for memberships and CRM with the comms team.
- Coordinate for regular web content with the Marketing and Comms team.
- Content writing for membership related material.
- Collaborate with the events team for developing programming for the digital museum.
- Study and understand industry best practices, techniques and standards.

Skills and competencies

- Strong organisational skills and eye for detail.
- Knowledge of the non-profit sector, museum operations, the arts industry, and art marketing is a plus.
- Exemplary written, verbal, and listening communication skills and a demonstrated ability to communicate clearly and professionally.
- Knowledge of or experience in working with WordPress is a plus.
- Belief in museums as a cause for social good and a positive, dynamic force.
- Self-motivated, highly organised and able to work to demanding deadlines.
- Ability to work independently and effectively; self-directed.
- Calendar management and planning.
- Capacity to work under pressure and multitask.
- Able to undertake flexible work hours, as and when necessary.

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.