



Memberships Manager

Reports to: Head of Development & Inclusion

Role type: Full-time

Remuneration: Competitive, based on experience

Location: Bengaluru

Application Deadline: 20th March, 2023. Apply [here](#).

About MAP

The Museum of Art & Photography (MAP) is a new and innovative art organisation that has recently opened in Bengaluru. MAP's mission is to democratise art, making it as fun and relatable to everyone as possible! We hope to change the perception of museums and art by making our museum a melting pot of ideas, stories and cultural exchange. Ultimately, we want to inspire people to interact with art in ways that encourage humanity, empathy, and a deeper understanding of the world we live in.

Its 44,000 sq. ft. flagship site includes five galleries, an auditorium, an art and research library, an education centre, a multimedia centre and a specialised research and conservation facility.

We encourage diverse audiences to connect with the arts and experience culture and heritage in new ways. As South India's first major private art museum, we want to help you recognise the transformative power of the arts! Our museum brims with ideas and conversations that enable cultural exchanges between our several communities.

Role overview

The Membership Manager is a new role at MAP, whose primary responsibility is to launch, grow and sustain the Museum's memberships across its multiple tiers. They will lead the marketing strategy and implementation of the membership, in collaboration with the Communications team; they will be responsible for organising the benefits for all members and to manage the administration of the schemes. Currently our Membership models include: Digital Membership, all levels of Physical Membership, and Corporate Membership.

Duties and Responsibilities

Primary Responsibilities

- Launch, grow and sustain a portfolio of Individual Members giving Rs 2,000-Rs 1,00,000 annually whilst leading on budgeting and forecasting processes.
- Launch, grow and sustain a portfolio of Corporate Members.

Individuals and Corporate Members are referred to as “members” and “memberships” from here on.

Processes and Growth

- Independently manage a portfolio of members and support the Head of Development & Inclusion in cultivation for higher level giving.
- Develop and manage processes for membership recruitment, retention and renewals.
- Be responsible for all day-to-day administration processes related to membership subscriptions, from generating thank-you letters and coordinating renewals to processing new and renewal memberships on the database.
- Coordinate with the Finance team to monitor payments and all related paperwork. Prepare and update monthly financial updates to present to the Head of Development & Inclusion.
- Develop, manage and review membership dashboards with reports and analysis that indicate progress, pipeline & projections.
- Report regularly to the Head of Development & Inclusion with up-to-date quantitative and qualitative data.

Stewardship and Relationship Management

- Be the first point of contact for all membership related queries and ensure that high standards of stewardship are maintained at all times.
- Organise and deliver benefits as per the membership tiers throughout the year and in collaboration with the relevant teams at MAP.
- Initiate and build partnerships and frontend relationships that strengthen the corporate membership programme.
- Manage collaborations with in-kind donors and brands.

Marketing and Communication

- In collaboration with the Communications team, develop compelling new membership marketing assets, which include philanthropic messaging.
- Work with Communications team to maximise opportunities to raise the profile of philanthropy, embed philanthropic messaging across organisational communication.
- Content writing for membership related material.
- Implementing feedback received from corporate members and stakeholders and coordinating the implementation of essential change.

The services outlined above are not meant to be an exhaustive list of tasks. The employee is expected to carry out any other related duties that are necessary for the optimum functioning of the organisation as a whole within the employee's skills and abilities whenever a need is pointed out, becomes apparent or as reasonably instructed.

Skills and competencies

Essential:

- Self-driven and ability to work independently with strong planning & organisational skills.
- Marketing and/or sales experience in the creative industries.
- Experience in event management or hospitality.
- Ability to strategise with contemporary marketing tools including forecast and data analytics.
- Good working knowledge of excel and ability to budget and perform basic financial duties.
- Strong interpersonal skills and excellent email and phone manners to manage and drive the membership programmes across the globe.
- Belief in museums as a cause for social good and a positive, dynamic force.
- Able to undertake flexible work hours, as and when necessary.

Desirable:

- Knowledge of the non-profit sector, museum operations, the arts industry, and arts marketing.
- Knowledge of or experience in working with tech tools such as WordPress.
- Graphic design 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.

Should you require reasonable accommodation throughout the recruitment process, please inform the HR team or the Inclusion Manager at access@map-india.org.

Application process

To apply please fill in the application form and upload your CV [here](#). Only shortlisted candidates will be contacted.