



## Head of Marketing & Communications

**Reports to:** The Director

**Role type:** Full Time

**Location:** Bangalore

**Role Commencement:** Immediate

### About MAP

The Museum of Art & Photography (MAP) is one of India's first major museums of South Asian visual culture. The museum is housed in a state-of-the-art, 44,000 square foot building, designed by the acclaimed Indian architectural practice Matthew & Ghosh, on a landmark site at the heart of Bengaluru's museum district. MAP's five-story building on Kasturba Road includes multiple galleries where the collection is displayed, an auditorium, an art and research library, an education centre, a specialised research and conservation facility, as well as a café.

MAP's collection includes more than 60,000 works predominantly from South Asian: Modern and contemporary art, living traditions, textiles, craft and design, pop culture, pre modern art and photography, dating from the tenth century to contemporary times.

MAP's mission is to take art and culture to the heart of the community, making it accessible to diverse audiences, and to create a museum-going culture that encourages people to experience art and heritage in new ways. The museum is a space for ideas and conversations that are initiated through its collection, enabling the museum to engage with audiences in multiple ways. MAP seeks to inspire people to interact with art in ways that encourage humanity, empathy and a deeper understanding of the world we live in.



With a focus on accessibility for people with disabilities, and technological tools to make the museum relevant and exciting, MAP ensures a holistic experience for visitors of all ages.

Having launched online in December 2020, at the height of the pandemic, as India's only digital-first museum, MAP has been bringing its collection to life through multiple pathways, 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.

### **Role Overview**

We are seeking a highly motivated and creative individual to join our team as the Head of Marketing and Communications. The ideal candidate will be responsible for developing and executing comprehensive marketing and communication strategies to promote our museum's exhibitions, events, educational programmes, and overall brand presence. This role requires a deep understanding of the museum's mission, a passion for the arts, and the ability to engage diverse audiences. The Head of Marketing and Communications will lead a team of professionals, collaborate with internal departments, and manage external vendors to ensure the museum's message is effectively conveyed to the public.

### **Key Responsibilities:**

- **Marketing Strategy:** Develop and implement a cohesive marketing strategy that aligns with the museum's mission and goals. Create plans for individual exhibitions, events, education and outreach programmes.
- **Public Relations:** Foster strong relationships with media outlets, journalists, and influencers to secure positive media coverage. Write press releases, develop media kits, and coordinate press events.
- **Digital Presence:** Oversee the museum's social media accounts, and email marketing campaigns. Ensure these channels are engaging and informative. Ensure that content is



created and put out effectively and in a timely manner. Understand our audiences across various platforms, and accordingly, work on the strategy.

- Content Creation: Supervise content creation, including blog posts, videos, and graphics, to promote museum exhibits and activities.
- Brand Management: Maintain and enhance the museum's brand image, ensuring consistency in messaging and design across all platforms.
- Team Leadership: Manage a team of marketing and communications professionals, providing guidance and support in their daily activities.
- Budget Management: Develop and manage the department's budget, allocating resources effectively to achieve marketing and communication goals.
- Collaboration: Work closely with other museum departments, such as Exhibitions, Education, and Development, to ensure integrated marketing strategies that align with overall museum objectives.
- Community Engagement: Implement community outreach initiatives to ensure the museum is a vibrant part of the local cultural landscape.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, or a related field (Master's degree preferred).
- Minimum of 10 years of experience in marketing and communications, preferably in a cultural or arts-related organisation.
- Strong leadership and team management skills.
- Excellent written and verbal communication abilities.
- Proficiency in digital marketing, social media platforms, and content creation.
- Proven experience with public relations and media relations.
- A deep appreciation for art and culture, with a solid understanding of the museum's mission and goals.
- Strategic thinking and the ability to develop and execute marketing plans.
- Strong interpersonal skills and the ability to build and maintain relationships with diverse stakeholders.