



## **VISITOR EXPERIENCES ASSOCIATE**

**Reports to:** Head of Education & Outreach

**Team:** Visitor Relations team

**Role type:** Full time

**Location:** MAP, 22 Kasturba Road, Bangalore

**Contract:** Permanent

**Salary:** Competitive

**Commencement date:** As soon as possible.

### **About MAP**

The Museum of Art & Photography (MAP) is a new and innovative museum that opened its doors to the public in February 2023. 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.

Since 2016, even while the museum's physical space was being built, MAP has been carrying out its mission by actively reaching out to the local community through a variety of programmes and projects. With the pandemic, it also took a lot of its programmes online.

This is an exciting time to join the team at MAP, in our new space and with many new projects in the pipeline. With audience development and growth one of the primary areas of focus with the physical museum now open and operational, we're looking to expand our Public Programmes team.

### **Role overview**

The Visitor Experience Associate will be responsible for strengthening and evolving the standards and best practices of visitor experiences at MAP. They will be expected to provide input towards, build, deliver and oversee high-quality experiences for the Museum's visitors; as well as set up and support MAP's strategic audience-building interventions working in conjunction with other teams to increase visitor footfall, engagement and programme attendance. This is a unique opportunity to shape the experience of diverse audiences in a young museum finding its place in its new home.

Please note: This role requires flexible timings, including late evenings and weekends, in order to attend and manage programmes and engagements, as

required. MAP has a compensatory off policy in place which is applicable when extra hours are required.

### **Duties and responsibilities**

- Provide guided walkthroughs and tours of the building and exhibitions, as required for groups or individuals.
- Assess and build the overall quality of visitor experiences at the Museum; engage with visitors to effectively and accurately provide information regarding museum policies, exhibitions, collections, accessibility features, special events and programmes.
- Build and implement effective feedback mechanisms to understand the Museum's audiences and their experiences.
- Maintain all feedback data and create regular reports to track analytical insights.
- Propose strategic interventions based on visitor engagement and feedback to encourage repeat visitors, enrich visitor experiences at the museum, and inform other teams' practices, wherever appropriate and possible.
- Develop different short-term and long-term mediation strategies and experiences for visitors in relation to exhibitions on view.
- Build and oversee a volunteer docent programming, including the development and delivery of training modules, management of volunteers and coordination of engagement activities for the same.
- Provide sensitisation training and mediation-based training for front-facing staff at the Museum in collaboration with learning, collections, exhibitions and inclusion teams, as required.
- Support MAP's diversity and inclusion best practices to ensure that all visitors feel respected, warmly welcomed, and comfortable in the museum.
- Provide support for special events and public programmes, as needed.
- Provide support in the acquisition of new members, and help with the utilisation of on-site to increase membership sales and renewals.

### **Skills and experience**

- Knowledge and experience in audience engagement and art mediation practices; experience in museum environments preferred.
- Excellent verbal and written communication skills. Fluency in English and Kannada. Other Indian and/or international languages are greatly valued.
- Ability to effectively communicate with visitors, peers, and management; and to interface effectively with visitors in both conveying information and listening to questions/concerns.

- Ability to work effectively under pressure and to communicate effectively and diplomatically with peers, patrons, management, volunteers and visitors is vital.
- Willingness to work flexible schedules, including weekends, holidays, and before or after hours as needed.
- Driven, energetic, highly collaborative and results-oriented
- High level of accountability and efficiency, especially while handling multiple tasks
- Good research, planning, and organisational skills
- Excellent attention to detail with ability to handle a fast-paced environment is a must.
- Ability to adapt to changing priorities, and be culturally sensitive and respectful of diversity.

### **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.