



Video Content Creator

Reports to: Head of Marketing & Communications

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

As a Video Content Creator at our museum, you will be responsible for conceptualising, producing, and editing engaging video content that showcases the museum's exhibits, events, and educational programmes. You will work closely with the marketing team, curators, and educators to develop content that informs, educates, and entertains our audience while promoting the museum's mission and brand.

Duties and Responsibilities:

1. Content Creation: Develop creative concepts for video content that highlight the museum's collections, exhibitions, and programmes. Produce high-quality videos for various platforms including social media, website, and digital displays within the museum.

2. Scriptwriting: Write scripts or outlines for video projects, ensuring accuracy, clarity, and alignment with the museum's messaging and educational goals.

3. Filming: Capture high-quality footage using professional cameras and equipment both on-site at the museum and off-site at events or locations relevant to the museum's mission.



4. Editing: Edit video content to enhance visual appeal, storytelling, and engagement. Incorporate graphics, animations, and sound effects as needed to create polished final products.

5. Collaboration: Collaborate with museum staff including curators, educators, and marketing professionals to ensure that video content aligns with the museum's objectives and maintains consistency with other marketing materials.

6. Research: Conduct research on relevant topics to ensure accuracy and authenticity in video content. Stay informed about industry trends and best practices in video production and digital media.

7. Optimisation: Optimise video content for different platforms and formats to maximise reach and engagement. Implement SEO strategies to increase visibility and discoverability of museum videos online.

8. Feedback and Iteration: Gather feedback from stakeholders and audience analytics to continuously improve video content and strategy. Experiment with new formats and techniques to keep content fresh and innovative.

9. Project Management: Manage timelines, budgets, and resources effectively to ensure timely delivery of video projects. Coordinate with external vendors or freelancers as needed for specialised tasks.



Requirements

1. Bachelor's degree in Film Production, Digital Media, Communication, or related field.
2. Proven experience in video production, including filming, editing, and post-production techniques
3. Proficiency with video editing software such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.
4. Strong storytelling and scriptwriting skills, with the ability to communicate complex ideas in a clear and engaging manner.
5. Excellent attention to detail and ability to maintain brand consistency across multiple projects.
6. Knowledge of digital marketing principles and experience optimising video content for social media and online platforms.
7. Creative thinking and ability to generate innovative ideas for video content that align with the museum's mission and audience interests.
8. Strong communication and collaboration skills, with the ability to work effectively in a team environment.
9. Flexibility to adapt to changing priorities and deadlines in a fast-paced museum environment.
10. Passion for art, history, and culture, with a genuine interest in promoting the museum's mission and engaging with diverse audiences.

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.