



Position: Visitor Experiences Manager

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 harness the transformative potential of art, to enrich lives, ignite creativity, and connect people. We make art accessible and engaging for everyone through innovative experiences, meaningful dialogue and building communities

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, a young museum experimenting and breaking new ground in this space. With audience development and growth being one of the primary areas of focus, this role would be integral to the mission of the museum.

Role overview

The Visitor Experience Manager 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

- Assess and work towards growing 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.
- Grow and manage the visitor relations team, as required.
- Develop and ensure training (including hospitality, sensitisation and mediation-based) for all visitor-engaging roles, and general staff performing front facing duties by default such as receptionists, housekeeping and security staff among others.
- Design and implement effective feedback mechanisms to understand visitors' experiences at the museum.
- Maintain all feedback data and create regular reports to track analytical insights that are presented to others in the organisation.
- Develop, oversee and deliver audience research projects for the museum of both smaller and larger scale as required, to develop a greater understanding of the nature of visitors at MAP, their needs, and more based on an agreed scope.
- Propose and implement 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.
- Provide guided walkthroughs and tours of the building and exhibitions, as required for groups or individuals.
- Support the development of different short-term and long-term mediation strategies and experiences for visitors in relation to exhibitions on view.
- Keep track of the volunteer docent programme, guiding in its management, coordination as well as monitoring and evaluation.
- Support MAP's diversity and inclusion best practices - from infrastructure to training and interventions - to ensure that all visitors feel respected, warmly welcomed, and comfortable in the museum.
- Provide support in the acquisition of new members for the museum, and help with the utilisation of on-site advertising to increase membership sales and renewals.
- Build and help develop partnerships and relationships that can increase visitorship to MAP through non-programmatic opportunities.

- Provide support for special events and public programmes, as needed.

Skills and experience

- Knowledge and at least 4 years of experience in audience engagement or visitor relations; 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.