



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 1000,000 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.

Our 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.

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, and then physically in February 2023, 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

The Head of Marketing & Communications plays a pivotal role in shaping and promoting our museum's image, programs, and mission. This dynamic position involves developing and implementing a comprehensive marketing strategy, measuring outcomes, managing media relations, enhancing our digital presence, overseeing content creation, maintaining brand consistency, leading a dedicated team and managing budgets.

Duties and 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.
- **Digital Presence:** Oversee the museum's website, 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. Drive traffic and engagement to each of these platforms.
- **Results Oriented:** Ensure that the multiple activities done by the museum generates adequate visitors and/or traffic.
- **Content Creation:** Develop a content strategy for the museum as well as specific exhibitions where relevant. Supervise content creation that is propagated across multiple channels, including blog posts, videos, and graphics, to promote museum exhibitions and activities.
- **Brand Management:** Maintain and enhance the museum's brand image, ensuring consistency in messaging and design across all platforms.
- **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.
- **Public Relations:** Foster strong relationships with media outlets, journalists, and influencers to secure positive media coverage. Guide the writing of press releases, develop media kits, and coordinate press events.
- **Team Leadership:** Manage a team of marketing and communications professionals, providing guidance and support in their daily activities.

Requirements

- Master's degree in Marketing/Communications, or a related field is preferred.
- Minimum of 10 years of experience in marketing and communications,
- Strong leadership and team management skills.
- Excellent written and verbal communication abilities.
- Proficiency in digital marketing, data management, social media platforms, and content creation.
- Proven experience with public relations and media relations.
- 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.
- An appreciation for art and culture would be beneficial.

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.