

## **Museum Of Art & Photography - Digital Leader**

Position: Digital Leader

Employment Type: Full-time

Salaried/ Hourly: Salaried

Reports to: Director

### **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 Mathew & 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.

## **I. Job Summary**

Reporting directly to the Director and serving as part of the museum's management team, the Digital Leader (DL) leads the museum's digital strategy from design to implementation. The DL is accountable for all visitor-facing digital experiences and applications.

A creative technologist, the DL leads all cross-collaborative digital projects, embracing the strategic objectives of the museum, and creates through ongoing iteration a vision for technology implementation. The DL spearheads strategy for all digital and technology initiatives and all cross-collaborative digital projects. As part of the organisation's management team, the DL works collaboratively with other departments to develop and implement digital strategies aligned with MAP's mission as well as long-term strategic plan. The DL employs industry best practices in the creation and management of the museum's digital products

Responsibilities also include: providing analytics and verifying data integrity for all digital systems to relevant parties in order to lead the institution to make data driven decisions; crafting workflow for creation, use, and preservation of all digital assets, application and software development, websites & mobile interfaces and in-gallery technology.

## **II. Requirements and Key Competencies**

Bachelor's degree in information management, arts or business preferred.

More importantly a minimum of eight to ten years' relevant experience in a creative space where they must have demonstrated experience with creating digital experiences, understanding infrastructure, integration of software applications, as well as user experience.

Should have a demonstrated ability to work successfully with others to achieve the institutional mission, goals and objectives as well as a broad understanding of a public facing institution.

Excellent interpersonal and written and oral communication skills are essential.

### **III. Responsibilities**

A. Lead the strategic planning for all visitor-facing digital efforts throughout the museum.

- Responsible for a collaborative approach to digital implementation that is aligned with the museum's strategic plan.
- Drive innovation and creative thinking in the use of technology, both for connecting with on and off-site visitors, and for internal systems.
- Be up to speed on the latest in technology developments and be able to apply at the museum as it applies to the mission.

B. Oversee all outward digital experiences from concept through implementation and maintenance, including but not limited to: Existing Digital Experiences in the museum, current website architecture as well as any app related development.

- Translate institutional and project goals into successful digital solutions.
- Ensure and clearly communicate the business case and cost-benefit analysis for all digital and technology projects.
- Mentor and guide staff to apply best practices in digital project management.
- Practice strong collaboration with stakeholders across the museum departments to define and deliver effective digital technology projects.
- Oversee and account for quality of media video production and live virtual events, as necessary.
- Cultivate and maintain a strong and wide professional network with colleagues, mentors, advisors, vendors and donors.

C. Research, strategise, and implement new ways in which information and technology assets can be leveraged to expand and improve visitor experience.

- Identify digital and technology trends in the field to enhance the museum's competitive advantage.

- Advise the Leadership Team on technology, strategy, design and implementation, with an eye toward streamlined operations and best return on investment.

#### **IV. Other Responsibilities**

A. Uphold the professional standards of his/her field and always act in a manner that is consistent with the best interests of the museum and will protect and enhance its reputation and standing within the community of museums.

B. Show respect for co-workers and visitors and an understanding of and appreciation for the diversity of the museum's staff and audiences.

C. Aspire to excellence in all aspects of their work and serve as a model for others.

D. Maintain confidentiality.

E. Suggest methods for improvement for job responsibilities and professional growth.

F. Adhere to all MAP protocols, procedures, rules, and policies.

#### **V. 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.