



## Membership Officer

**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 Asia: 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.

## **Position Summary**

The Museum has just kick started its membership programme and is now looking for a Membership Officer to define and settle it. The Membership Officer will oversee all daily museum membership operations. This includes recruiting new members, ensuring timely responses to member enquiries, and the execution of recruitment and retention campaigns. Other duties of the Membership Officer include maintaining a membership database, designing membership benefits, observing and analysing member trends and feedback, and communicating with members.

## **Key Responsibilities**

- Identify and target key demographics and market segments to expand the membership base.
- Create and oversee initiatives to actively engage members in museum activities, events, and programmes.
- Implement initiatives to enhance member satisfaction and increase retention rates.
- Develop and manage communication channels to keep members informed and involved.
- Implement systems and processes to streamline member interactions and enhance the overall member experience.
- Manage all aspects of the database as it relates to membership operations and essential functions.
- Serve as point person for generating reports, email lists etc. for membership.

## **Requirements**

- Bachelor's degree in Communications, Marketing or related field.
- At least 3 years experience running a loyalty program.
- Proficient in analytics to be able to analyse membership data to inform decisions.
- Excellent organisational skills to ensure projects are delivered within scope, time and budget.
- Excellent customer service skills with commitment to delivering exceptional service to members.
- Proficiency in CRM software and other membership management software.

- Fluent in English.
- Excellent communication skills, able to write clearly and interact well with audiences at all levels including effective presentation and listening skills.

### **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.