

CRM and Database Analyst

Reports to: HoD - Marketing & Communications

Role type: Full Time

Location: Remote (India)

Role Commencement: Immediate

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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.

Position Summary

MAP seeks a dynamic and experienced **Analytics & CRM Manager** to join our team in a critical role that will shape how we manage relationships with our diverse stakeholders including visitors, members, donors, artists, and institutional partners. This part-time remote position offers the opportunity to work with one of India's most innovative cultural institutions while maintaining work-life balance.

The successful candidate will be responsible for implementing, managing, and optimising our customer relationship management systems and databases to support our mission of democratising art and building lasting relationships with our global community.

Key Responsibilities

Database Administration and Analytics

- Design, develop, and maintain robust database systems, integrating data from multiple sources including ticketing, e-commerce, digital platforms, and exhibition management
- Create and generate comprehensive dashboards, reports, and analytics related to membership, visitor engagement, programme attendance, and philanthropic activities
- Monitor database performance, conduct regular data audits, and implement data quality assurance protocols
- Establish and maintain standards for data entry, storage, and governance across the organisation
- Create and build relevant Dashboards for Key Leadership Team
- Organise Analytics workshops to run teams through performance

CRM System Management

- Oversee daily operations and maintenance of MAP's CRM database systems, ensuring data integrity, accuracy, and security across all departments
- Implement and manage CRM-driven strategies to enhance visitor lifetime value, member retention, and stakeholder engagement
- Design and execute complex workflow rules, validation processes, and automation strategies to streamline operations
- Develop and maintain user roles, data access permissions, and integration protocols with other museum systems

Stakeholder Relationship Management

- Develop and implement segmented, personalised customer journeys that enhance visitor experience and drive engagement
- Create and manage targeted marketing campaigns and communications for different audience segments
- Support membership processes including applications, renewals, inquiries, and retention initiatives
- Collaborate with Marketing, Education, Curatorial, and Development teams to ensure seamless data flow and strategic alignment

Data Security and Compliance

- Ensure strict adherence to data protection regulations including GDPR, Data Protection Act 2018, and Indian data privacy laws
- Implement and maintain data security measures to protect confidential visitor, member, and institutional information
- Handle all aspects of user license management and access controls across different system instances
- Maintain comprehensive documentation of database structures, processes, and compliance procedures

Technical Integration and Support

- Coordinate and support integrations with third-party applications including ticketing systems, e-commerce platforms, and digital marketing tools
- Provide technical support and training to staff members across various departments on CRM and database usage
- Research, evaluate, and recommend new database technologies and CRM enhancements to improve organisational efficiency
- Support special projects and initiatives as assigned by leadership

Requirements

Education and Experience

- Bachelor's degree in Information Technology, Computer Science, Database Management, or related field
- **4-6 years of proven experience** in CRM database management, preferably in cultural institutions, non-profits, or similar organisations
- Demonstrated experience with CRM systems such as Salesforce, HubSpot, Microsoft Dynamics, GiveLife or similar platforms
- Experience managing databases with large volumes of records (preferably 10,000+ contacts)

Technical Skills

- Proficiency in database management systems including SQL, MySQL, Oracle, or similar platforms
- Strong experience with CRM configuration, customisation, and workflow automation
- Advanced skills in data analysis, reporting tools, and dashboard creation
- Experience with data integration, migration, and ETL processes
- Knowledge of web-based database systems and cloud platforms (AWS, Azure, or Google Cloud)
- Proficiency in Microsoft Office Suite, particularly Excel for data manipulation and analysis

Professional Competencies

- Strong analytical and problem-solving skills with attention to detail
- Excellent organisational and project management abilities
- Outstanding written and verbal communication skills
- Ability to work independently and manage multiple priorities in a remote work environment
- Experience in training and supporting diverse user groups
- Understanding of digital marketing principles and audience segmentation strategies

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.