



MUSEUM OF ART & PHOTOGRAPHY

Digital Lead (DL)

Reports to: Director

Role Type: Full Time

Location: Bangalore

Role Commencement: Immediately

Location: Museum of Art & Photography (MAP), Bengaluru

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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 100,000 works predominantly from the South Asian region: 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 and abilities. 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 a range of educational resources.

I. Job Summary

The Digital Lead (DL) is responsible for shaping and executing MAP's digital strategy, ensuring that technology enhances visitor experience, learning, accessibility, and engagement—both onsite and online. Reporting directly to the Director and serving as part of the museum's management team, the DL provides strategic digital leadership across the organization, overseeing infrastructure, systems, analytics, user experience (UX), and in-gallery technologies.

This role prioritises technical expertise and systems thinking over creative storytelling at this stage. The DL will collaborate with curatorial and content teams to ensure that digital initiatives serve MAP's mission and long-term strategy.

The DL manages and mentors the digital team, ensuring the adoption of best practices—including data-driven decision-making, ethical and sustainable technology use, and adherence to MAP's developing AI policy.

II. Requirements and Key Competencies

- Education: Bachelor's degree in information management, digital media, arts, or business preferred.
- Experience: Minimum 8–10 years in digital or technology roles within creative, cultural, or public institutions. Proven experience leading digital projects from concept through implementation and maintenance.
- Technical Expertise: Strong understanding of digital infrastructure, UX/UI for web and apps, data analytics, integration of software systems, and in-gallery technologies.
- Strategic Leadership: Demonstrated ability to develop and implement cross-departmental digital strategies that drive institutional goals.
- Communication: Excellent interpersonal, written, and verbal communication skills. Able to articulate technical ideas to non-technical audiences.



- Collaboration: Experience working in team-oriented environments and managing multi-stakeholder projects.

III. Key Responsibilities

A. Strategic Digital Leadership

- Lead the development and execution of MAP's digital strategy, ensuring alignment with institutional goals and visitor-centric priorities.
- Oversee digital infrastructure, user experience, and data systems to ensure integration, efficiency, and innovation.
- Work cross-departmentally to embed digital thinking across exhibitions, learning, communications, and operations.
- Apply data analytics and insights to enhance participation, learning, and engagement.
- Stay abreast of emerging technologies and trends, assessing their relevance and value to MAP's mission.

B. Project Oversight and Implementation

- Oversee all visitor-facing digital experiences from concept through launch and maintenance, including websites, mobile applications, and in-gallery technology.
- Ensure all projects are grounded in strong business cases, cost-benefit analyses, and measurable outcomes.
- Implement workflow standards and data integrity systems for all digital assets.
- Ensure high standards of accessibility, usability, and performance across all digital platforms.
- Collaborate closely with curatorial and content teams to integrate technology meaningfully into exhibitions and programmes.

C. Visitor Experience and Impact

- Lead the design and implementation of digital solutions that enhance learning, accessibility, and participation for diverse audiences.



- Use technology to foster meaningful engagement both online and onsite, supporting MAP's mission to make art more accessible.
- Evaluate digital visitor experiences through metrics, feedback, and analytics to continuously improve outcomes.

D. Team Leadership and Mentorship

- Manage and mentor a team responsible for digital content, production, and technology systems.
- Foster a culture of collaboration, experimentation, and continuous learning within the team.
- Set and uphold best practices for digital project management, accessibility, and ethical technology use.
- Guide the team in applying emerging standards and MAP's evolving AI policy.

E. Partnerships and Networks

- Build and maintain strong professional relationships with peers, advisors, vendors, and institutional partners.
- Represent MAP in digital forums and collaborations within the cultural sector.

IV. Professional Expectations

- Uphold MAP's values of inclusivity, integrity, and innovation.
- Demonstrate respect and appreciation for the diversity of MAP's staff and audiences.
- Maintain confidentiality and professionalism in all activities.
- Seek opportunities for continuous improvement and professional development.
- Adhere to MAP's policies, protocols, and ethical standards.



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.