

Membership Officer

Reports to: HOD- Marketing & Communications

Role type: Full Time

Location: Bangalore

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 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..

Why this role matters

MAP's membership programme has launched, and now we need someone to help it run beautifully and scale thoughtfully. This role sits at the intersection of member experience, client servicing, campaign execution, and data discipline so that members feel cared for, journeys feel seamless, and decisions are driven by insight.

What you'll own

- A membership programme that feels effortless for members and operationally tight for the team
- A service standard that feels warm, prompt, and personal without becoming chaotic
- A data and CRM system that is clean, reliable, segmented, and report-ready
- Strong retention and renewal momentum, backed by clear lifecycle communication and engagement

What you'll do

Member experience + client servicing

- Be the first (and best) point of contact for member queries across channels email, phone, in-person
- Resolve issues quickly, confidently, and with empathy; escalate when needed
- Build trust through proactive communication, thoughtful touchpoints, and consistent follow-through
- Create lightweight service workflows (SOPs, templates, response standards) so quality scales

Membership operations + growth support

- Support acquisition and renewal cycles: outreach lists, tracking, follow-ups, fulfilment, and acknowledgements
- Coordinate member benefits and experiences events, previews, priority access, communications
- Partner with internal teams (Marketing, Visitor Experience, Programming, Development) to deliver a joined-up member journey
- Track member feedback and patterns and convert them into improvements that actually stick

Data management + reporting

- Own membership data end-to-end: CRM hygiene, tagging/segmentation, renewals tracking, dedupe checks
- Maintain accurate records and documentation for benefits, tiers, entitlements, and fulfilment
- Build simple reporting that helps MAP see what's working: acquisition sources, retention drivers, churn signals, engagement trends
- Use data to help shape campaigns and member journeys (not just store it)

What success looks like

In 60–90 days:

- Membership queries are handled fast, consistently, and warmly
- CRM data is clean, segmented, and usable; reporting rhythm is in place
- Renewal and fulfilment workflows are documented and running smoothly

In 6–9 months:

- Noticeable uplift in retention/renewals and member engagement
- Clear insights into member segments and what drives value
- A membership engine that can scale without service quality dropping

Must-haves

- Bachelor's degree in Marketing/Communications/Business or similar
- 3+ years in membership, customer engagement, community programmes, hospitality/service, client servicing, or adjacent roles
- Strong client servicing mindset: calm under pressure, excellent stakeholder handling, service recovery skills
- Strong data management ability: comfortable maintaining databases/CRMs, segmentation, hygiene, reporting
- Great communication: crisp writing, confident speaking, strong listening
- Highly organised: can manage multiple moving parts without losing detail
- Comfort collaborating across teams and working in a fast-evolving environment

Good to have

- Experience with Loyalty programmes (tiers, benefits, lifecycle journeys, retention levers)
- Experience in culture/arts, premium communities, hospitality, D2C membership models, or subscription businesses
- Familiarity with email tools, simple dashboards, and campaign ops workflows

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.