



Marketing & Communications Manager

Reports to: HOD Marketing and Communications

Role type: Full-time

Location: Bangalore

Contract: Permanent

Salary: Competitive

Commencing: Immediately

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About MAP

The Museum of Art & Photography (MAP), Bengaluru, was built to preserve South Asian visual art and heritage, and cultivate a museum-going culture in India. Housed in the heart of Bengaluru on Kasturba Road, the museum rests in a state-of-the-art, 44,000 square foot building.

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. MAP's collection includes artworks that are predominantly from South Asia. Our collection encompasses 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 is focused on inclusion, using technology and public-facing scholarship, to develop interdisciplinary exhibitions and research initiatives that connect history to contemporary concerns. 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. The museum's online and offline programming enables us to reach broad and diverse audiences, from young students and emerging artists to seasoned researchers and international collaborators. The museum works with local artists and collaborators while also bringing leading international artists to the region and fostering trans-national collaborations in Asia, and beyond.

The museum's focus in the years ahead rests on three essential pillars: rigorous scholarship, deep relationships with artists, and the thoughtful integration of technology — each inseparable from our core commitment to access and equity.

Role Overview

The Marketing & Communications Manager serves as the second-in-command within the Marketing & Communications department, providing operational and strategic support to the Head of Department. This role requires an individual capable of managing complex stakeholder relationships, overseeing integrated marketing campaigns, and maintaining standards of content quality and brand consistency. The position demands both strategic acumen and hands-on execution capability, with flexibility to engage in strategic planning and detailed implementation work within the same timeframe.

Duties and Responsibilities

- Develop, implement and regularly update agency partnership frameworks and performance standards.
- Manage all external agency relationships including creative, public relations, media, digital, and production partners on a day-to-day basis.
- Oversee vendor management activities including briefing preparation, timeline management, output review, and performance assessment.
- Proactively promote and train team members on content quality standards, brand voice consistency, and operational workflows.
- Organise and support campaign delivery across planning, execution, optimization and post-campaign analysis phases.
- Oversee campaign performance monitoring, including real-time analysis and optimization of marketing initiatives.
- Implement strategies to promote digital marketing excellence, including SEO/SEM, paid social, email, and performance analytics management.
- Advise and support curatorial, education, programme, and development departments in aligning messaging and communications strategies.
- Oversee content governance across all channels including social media, newsletters, website, editorial, and print materials.
- Ensure compliance with brand guidelines, voice and tone standards, and organizational communication policies.
- Proactively guide team development including mentoring, standard-setting, and supporting junior staff members.

- Lead departmental operations including standup meetings, calendar management, workflow documentation, and reporting processes.
- Manage paid media budgets across digital platforms including Google Ads, Meta, and relevant performance channels.
- Contribute to annual planning and budgeting processes for the Marketing & Communications department.

Qualifications and Requirements:

Educational Background:

Bachelor's degree required. Post-graduate qualification in marketing, communications, media, or related disciplines is preferred.

Experience:

6-8 years of professional experience in marketing and communications with demonstrated expertise in: agency relationship management; campaign planning and execution; digital and performance marketing; and cross-functional team collaboration.

Candidates must have managed agency relationships with accountability for deliverables and outcomes.

Skills:

- Proficiency in digital marketing platforms including Google Ads, Meta Business Suite, Google Analytics, email marketing platforms, and CRM systems.
- Strong campaign management capability including strategy development, objective setting, audience definition, budget allocation, and success metrics definition.
- Excellent written and verbal communication in English. Fluency in Indian languages including Kannada, Hindi, or other regional languages is beneficial.
- Demonstrated content expertise with ability to assess copy quality, design effectiveness, and campaign coherence across channels.
- Strong data analysis capability with facility in tracking key performance indicators and translating metrics into actionable insights.

Qualities:

- Strategic and operational orientation with ability to balance long-term planning with immediate execution.
- Strong quality standards with willingness to provide critical feedback.
- Demonstrated leadership capability with ability to mentor team members and set organisational standards.
- Collaborative orientation with ability to work effectively across departments and manage complex stakeholder relationships.
- Commitment to continuous learning and staying current with marketing technology and platform developments.
- Experience in arts, culture, or nonprofit sectors is advantageous but not required.

What We Offer:

- Opportunity to work in a dynamic and innovative museum environment.
- Professional development opportunities to grow within the field.
- Competitive salary.

Equality & Diversity

We value and promote inclusion in every aspect of our work and at every level of our organisation. We value diversity in thought and perspective. We aim to provide an environment that welcomes people of all backgrounds and experiences.

Persons are recruited, hired and promoted without regard to caste, gender, religion, age, sexual orientation, gender identity, gender expression and disabilities.