



Junior Copywriter

Reports to: Head of Department - Marketing & 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 Junior Copywriter serves as a key member of the Marketing & Communications department, responsible for developing and maintaining compelling written content across all organisational channels. This role requires an individual with strong command of language and writing craft, capable of producing high-quality copy across diverse formats and registers—from concise social media captions to substantial long-form editorial features. The position operates at the intersection of creative expression and institutional voice, requiring the copywriter to develop deep fluency with MAP's editorial identity while ensuring accessibility and clarity of messaging to diverse audiences. The role is primarily execution-focused, with the copywriter working collaboratively with content, social, and design leads while also liaising with curatorial and education colleagues to translate specialist knowledge into compelling public-facing communications.

Duties and Responsibilities

- Develop, implement and regularly update written content across all organizational channels including social media, website, email, print, and signage.
- Manage editorial voice and tone consistency across all communications to maintain institutional identity and brand alignment.
- Oversee short-form and long-form writing projects, including social captions, website copy, newsletter features, and campaign narratives.
- Proactively promote and train team members on voice guidelines and content standards across the organization.
- Organise and support campaign communications activities across multiple channels and touchpoints.
- Oversee content quality and editorial standards for all published materials before distribution.
- Implement strategies to promote accessibility and clarity in content, translating specialist knowledge into language that engages diverse audiences.
- Advise and support curatorial, education, and development colleagues in translating their initiatives into cohesive marketing communications.
- Oversee coordination with external partners including agencies and freelancers to ensure output quality and brand alignment.

- Ensure compliance with organizational voice standards and content governance across all media.
- Proactively guide team members in receiving and implementing editorial feedback to strengthen overall output.
- Lead collaborative brainstorming sessions to develop campaign messaging and content strategies.

Qualifications and Requirements:

Educational Background: Bachelor's degree in any discipline. Backgrounds in Journalism, English, Communications, Liberal Arts, or related fields are advantageous. Education is valued in conjunction with demonstrated writing ability.

Experience: 1-3 years of professional writing experience. This may include experience in newsrooms, creative agencies, content teams, publications, or freelance writing. Candidates should have demonstrable experience writing for external audiences and receiving professional editorial feedback.

Skills:

- Proficiency in writing across multiple formats and registers, from short-form social copy to long-form editorial content.
- Familiarity with CMS platforms, basic search engine optimization principles, and social media publishing tools.
- Excellent written and spoken English. Fluency in Kannada, Hindi, or other Indian languages is beneficial.
- Ability to develop and maintain editorial voice and tone across diverse channels and audiences.

Qualities:

- Meticulous attention to language, grammar, and stylistic consistency.
- Demonstrated intellectual curiosity regarding art, culture, history, and contemporary issues.
- Openness to receiving substantive editorial feedback and commitment to continuous improvement.
- Strong collaborative orientation, with ability to work effectively across departments and with external partners.

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.