

MAP ACADEMY

MAP

Sua House
26/1 Kasturba Cross Road
Bangalore 560 001, India

Position: Head of Marketing

Contract: 1 year (with potential to extend thereafter)

Location: Remote/Work from home

Remuneration: Depending on previous experience.

Application Deadline: Rolling. Apply [here](#)

Role Commencement: May 2023

The [MAP Academy](#) is looking for a creative and highly motivated Head of Marketing to join its team. Since the launch of our website last year, the MAP Academy has expanded its offerings with several new projects in the pipeline, and is now looking for a leading professional who shares our goal of building and disseminating equitable resources for the study of South Asian art history.

About the MAP Academy

We are a team of researchers, editors, writers and creatives united by a vision to make art histories more accessible, based on the idea that doing so can have a positive social impact through broadening perspectives on humanity, heritage and culture. We work and collaborate remotely across India, Southeast Asia, Europe and the United States, and together, we have built the MAP Academy — a non-profit online platform consisting of an [Encyclopedia](#), [Courses](#) and a [Blog](#) — which encourages knowledge building and engagement with the visual arts of the region.

Our Encyclopedia covers explanations of techniques and materials, thematic essays on historical trends and biographies of artists and institutions. This expanding set of articles adopts the sensibilities of traditional encyclopedic conventions while adapting to the digital medium and its possibilities.

Our Online Courses, most of which are in production and launching soon, are underpinned by our Core Course Programme, which includes introductory histories to Textiles; Photography; Modern & Contemporary Art; Craft; Narrative Painting; and Archeology, Sculpture & Architecture. These contain knowledge-based, skill-based and case study-based content taught through audio, text and videos in asynchronous formats suitable for self-paced learning.

Currently a majority of our content focuses on art from within the modern geographic boundaries of India, and we are in the process of expanding to include broader histories of South Asia. While our work is supported by the [Museum of Art & Photography \(MAP\)](#), Bengaluru, our editorial choices are independent.

Role Overview

The Head of Marketing will be responsible for the planning and execution of all our marketing activities including press, social media, digital campaigns, advertisements, creative projects and audience engagement. A significant responsibility of the role is to strategise and implement successful campaigns across various communication channels as well as ideate and execute new methods to build, increase and sustain our visibility and audiences. The candidate will work closely with Directors, and the heads of various teams including Outreach, Courses, Encyclopedia and Special Projects.

Requirements

We invite applications from candidates who meet the following requirements:

- Have at least 3 years of experience in a role related to Marketing, Digital Marketing, Communications, Social Media Management, in the field of arts and culture.
- Have an active interest in and knowledge of the art and culture sector.
- Have experience in writing, creating and posting content across Instagram, Facebook and LinkedIn with the ability to strategise and run successful ad campaigns on Meta, Google and other social media based on analytical data and KPIs.
- Have an excellent command over written (compositional) and verbal English with strong interpersonal and communication skills.
- Are highly organised, and adept at creating structures to keep track of and interpret analytics
- Have a working knowledge of platforms such as Mailchimp, Google Analytics, Wordpress (and its plugins), LMS and other related applications and softwares.
- Are abreast of the latest developments in art education, culture, museums and related fields and able to employ this knowledge to ideate and execute campaigns.
- Are up-to-date with technology and trends in SEO, digital strategies and social media. The ideal candidate would be digital-first in their approach to marketing.
- Able to motivate and guide the team to realise the MAP Academy's vision through its marketing initiatives.
- Are proficient in remote working technologies such as Zoom, Google Suite including Google Meet and Microsoft Teams.
- Are proactive, detail-oriented, driven, able to adhere to deadlines and work seamlessly across levels and teams.

Responsibilities

The Head of Marketing will be responsible for:

- Having an overarching vision for all marketing initiatives of the MAP Academy to increase its visibility, audience and quality of engagement.
- Identifying, devising and executing measurable marketing strategies for audience growth for our core offerings — Online Courses and the Encyclopedia of Art.
- Developing marketing briefs, press packs and decks for external communications to creatively articulate the brand and mission of the MAP Academy.
- Strategising, monitoring and marketing SEO keywords as well as performing keyword research.
- Developing and implementing cross-linking strategies both within the MAP Academy website and across partner platforms.
- Overseeing planning and execution for social media promotions including paid advertisements.
- Conceptualising and working with the team to develop creative assets including videos, reels, brochures, posters, etc.
- Reviewing and reporting on all areas of the marketing and routinely sharing strategies, progress, results, learnings, and relevant industry trends, with the broader team.
- Carrying out any other marketing related duties for specific projects from time to time, within and beyond the scope of the organisation's immediate goals.

Culture and Values

Driven by a belief in our work and its potential for positive impact, as well as our responsibility to the public, the individuals or communities we write about and our own teams, partners and collaborators, the MAP Academy emphasises a communicative and respectful work environment.

MAP is an equal opportunities employer. It opposes all forms of discrimination and believes that all people, regardless of their identity or membership of any group deserve to be treated equally, consistently and fairly. It aims for recruiting processes to be transparent and open, giving everyone an opportunity to apply and for their application to be reviewed by the hiring team.

Application and nomination process

To apply, fill in the application form [here](#).

If you wish to avail reasonable arrangements on account of any disability to be a part of the process, please write to us at access@map-india.org with at least a week's prior notice and we will do our best to accommodate the request.

Please note that only shortlisted candidates will receive confirmation via email. Following this, they will be presented with a task and invited for interviews. The role will then commence by May 2023.

Please write to mandara.vishwanath@map-india.org or shivani.gandhi@map-india.org with any queries you may have.