

Head of Communications & PR

Role type: Full-time

Location: Bengaluru

Contract: Permanent

Salary: Competitive

Application deadline: April 17, 2023

Role commencement: Immediate

Links: www.map-india.org

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 60,000 works, covering the full range of South Asian visual culture: modern and contemporary art and sculpture, folk and tribal art, textiles, graphics, posters 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.

With a focus on accessibility for people with special needs, and technological tools to make the museum relevant and exciting, MAP ensures a holistic experience for visitors of all ages.

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 educational resources for kids and adults.

Role overview

The Head of Communications & PR will be responsible for planning, developing, and implementing integrated marketing and communications plans for exhibitions, educational programs, events, community and development initiatives, to maintain and potentially increase the Museum's visibility and attendance - in the online space and also once the Museum opens to the public. Duties also include developing strategies to deepen the Museum's reach through a combination of traditional and digital marketing tactics, staff management, collaboration with other departments and community groups, active management of press and media contacts, and budget management.

Roles and Responsibilities

- Have primary responsibility for the planning, creative direction, and implementation of marketing campaigns for the institution as a whole - both digital and physical museum spaces - special exhibitions, collections installations, programmes, special events, and new initiatives; the development of successful strategies for engaging the public through effective press relations and social media strategies.
- Lead strategic applications and positioning of the museum's brand.
- Utilise a variety of marketing tools including traditional media, digital media and social media.
- Oversee the production of and approve all marketing and communications materials.
- Create, implement and oversee strategies and timelines for marketing, communications, advertising, media buying, content marketing, and public relations.
- Write and/or edit content for Museum promotions and communications (internal and external), development campaigns, and video scripting
- Write press releases, pitch emails, organise media interviews for journalists with the curators, Museum Director, Founder etc.
- Draft quotes and any leadership-related content.
- Develop and proactively manage relationships with media organisations, fulfilling inquiries and image requests.
- Develop an excellent working relationship with PR and/or marketing agencies and be the point of contact for them within the organisation.
- Develop relationships with vendors, sponsors, advertisers and community contacts in order to maximise marketing spend.
- Work collaboratively as a member of the Museum's senior management team.
- Coordinate with other museum departments to ensure marketing and communications needs are being met.

- Manage and work with Marketing and Communications staff to meet goals and execute strategies.
- Develop, manage and oversee marketing and communications budget and staff.
- Measure, review and report on the progress of marketing and communications plans and projects.
- Provide marketing and communications reports when required.

The services outlined above are not meant to be an exhaustive list of tasks. The Employee is expected to carry out any other related duties that are necessary for the optimum functioning of the organisation as a whole within the employee's skills and abilities whenever a need is pointed out, becomes apparent or as reasonably instructed.

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.