



Job Title: Design Associate

Location: Bengaluru, India

Reports to: Head of Marketing & Strategy

Experience Level: 3-5 years

Type: Full-time

Commencement: Immediate

Please read this job description carefully; it is not just a standard list of tasks but describes the work environment and the nature of the role within the organization.

About the Indian Music Experience Museum (IME)

The Indian Music Experience Museum (IME) is India's first interactive music museum, dedicated to celebrating the diverse soundscape of the country. Through immersive galleries, educational programmes, and live performances, IME aims to make music accessible to all and inspire a deeper appreciation of India's rich musical heritage.

Role Overview

The Design Associate will support and elevate the Indian Music Experience Museum's (IME) visual narrative across all physical and digital touchpoints. This role is a unique hybrid opportunity for an agile storyteller who thrives in a highly involved cultural environment. Positioned at the intersection of brand strategy and rapid-response execution, the Design Associate will work closely with the internal communications team and all museum departments to translate complex musicological concepts, community impact metrics, and institutional narratives into sophisticated, high-fidelity assets.

IME currently works with separate external agencies for specialized Design, Social Media, PR, Video Documentation, and Web Development. We will also be working with a Senior Design Consultant to define the sandbox within which we play. The Design Associate will act as the internal creative anchor—handling day-to-day essential design needs with agility, while coordinating with external agencies to scale major campaigns, maintain brand guidelines, and safeguard internal asset ownership.

By the end of the first year, the Design Associate will have helped establish a coherent design system across IME's communications, supported the successful relaunch of the museum website, improved internal asset organization and workflows, and become a trusted creative partner to teams across the institution. We are essentially looking for someone who can start with designing creatives every day but wants to grow into a visual strategist and brand guardian over time.

Key Responsibilities

Content, Rebranding & Website Support (Focus for Next 6 Months)

- Work closely with the Senior Design Consultant to understand how the museum's core identity is translated into a visual world and then take that learning into everyday tasks
- Work as part of the MarComms Team and collaborate closely with the Web Development team to support the upcoming visual narrative alignment of the IME website for its relaunch.
- Collate, organize, and deliver creative assets and materials for the website redesign within strict, organized timelines

Graphic & Visual Design Execution

- Independently design public-facing and internal collaterals per week, including email newsletter layouts (MailChimp), event flyers, advertising material, workshop materials, gallery sheets, signage, and presentation decks. Depending on museum activity and event schedules, this may involve producing between 3 and 10 design deliverables in a typical week.
- Support the Comms team by designing high-quality, on-brand graphics, templates, and stories that align with the monthly content calendar. This could occasionally include animated videos and illustrated concepts as well as static posts.
- We hope that over time, the Design Associate will grow into someone who can maintain absolute visual and tonal consistency across all platforms, ensuring that every internal slide deck or local flyer continues a narrative in the world being built by IME's brand

Agency Coordination & Asset Management

- Act as the internal liaison for external creative agencies, ensuring that foundational brand guidelines are accurately executed in routine tasks
- Take ownership of the museum's creative assets, managing source files, organizing image/video libraries, and streamlining knowledge-sharing across departments
- Assist, when needed, in tracking creative deliverables and maintaining timelines for external print vendors, photographers, and multimedia creators

Cross-Departmental Collaboration & Design Thinking

- Work alongside internal teams (Programming, Education, Outreach, Curation, Box Office) to act as an internal creative consultant, transforming raw departmental briefs into professional designs
- Infuse "design-thinking" into museum communications, helping to visually simplify complex musical concepts and map out engaging digital user experiences
- Provide on-site creative and documentation support during major museum events, workshops, and live performances

Skills & Qualifications

Essential:

- **Experience:** 3-4 years of professional graphic design experience, preferably within a digital marketing, media agency, or creative studio environment (experience in the arts, non-profit, or cultural sector is a major plus)

- **Technical Mastery:** Highly proficient in the Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.) and Canva (experience with animation and illustration is a major plus)
- **Portfolio:** A strong portfolio demonstrating clean typography, layout design, branding, and a modern aesthetic suitable for a premier cultural institution
- **Communication & Collaboration:** Excellent verbal and written communication skills in English. Ability to take raw narrative text and data from the team and translate it into a compelling visual story
- **Workflow Management:** An organized, process-driven approach to asset management, file structures, and handling multiple tight deadlines with minimal supervision

Desirable:

- **Tools:** Basic understanding of UI/UX design concepts, Figma, and web CMS platforms (WordPress or Squarespace)
- **Language:** Working knowledge of Kannada or Hindi is an advantage
- **Cultural Alignment:** A genuine interest in Indian music, performing arts, and community-led museum engagement. Prior experience working with museums or cultural non-profits is highly valued

What We Offer

- Supportive leadership, committed to kindness and professional growth
- Opportunity to be part of a growing institution at the intersection of music, culture, and education
- A collaborative, creative, and learning-driven work environment
- Scope for professional development, experimentation, and growth in the Indian arts sector
- Competitive remuneration, commensurate with experience

How to Apply

- Send an email to communications@indianmusicexperience.org with the subject line: “Application - Design Associate | IME” with the following:
 - Your CV (2 pages) as an attachment or link
 - 3 pieces of what you consider your best communications design. Each sample could have 30-50 words explaining what makes this your best work. Through this, we are looking for how well you communicate through design, how you translate briefs into visuals, and what resonates with the intended audience. Demonstrating aesthetic, technical, or artistic prowess as well through these examples is welcome, but not required.
 - 100-200 words about yourself and what excites you the most about this profile
 - A link to your portfolio or website