Job Title: Communications Associate

Location: Bengaluru, India
Reports to: Head of Marketing & Strategy
Experience Level: 4–5 years
Type: Full-time
Commencement: Immediate

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.

We're looking for a Communications Associate who is passionate about impact storytelling, cross-generational engagement, data and documentation — someone who can collaborate and excel in a community-driven creative environment and wants to engage with world-making in India's cultural and arts ecosystem.

Role Overview
The Communications Associate will support and drive the museum's marketing and public engagement strategy through creative communication, campaign management, and stakeholder coordination. This role will suit someone who enjoys both **content creation and performance analysis — a lateral thinker who can work through strategic goals and co-create compelling narratives as well as the means to track their impact**.

A point to note, IME currently works with separate agencies for Social Media, Design (communications and museum design), Photo & Video Documentation, Public Relations and Website Development. Coordinating with them across the various activities of the museum, drawing attention to museum narratives and creating opportunities for storytelling with them is a key component of the role.

Key Responsibilities

1. Work closely with the internal team (Programming, Community Outreach, Education, Learning Centre, Curation & Research, Box Office, Facilities etc) and museum leadership to gather and share updates, materials, and stories

2. **Focus for next 6 months: Rebranding and Relaunching the IME website**
    a. We are anticipating a redesign and relaunch of the IME website as a key goal in the next 6 months. Hence, supporting website design and by extension IME's brand strategy will be a large focus area from the onset. Crucial to this will be writing content from a regenerative, consent-driven lens to communicate the vision and essence of the museum and the impact it has on the community, city and larger cultural sector.

b. This will extend to working closely with the Website Development Team, UI/UX Designers as well as the creative design and documentation teams to gather and deliver material for the website in a highly organized manner.

3. **Content & Campaign Management**
    a. Approach content from an experimental perspective with the aim of trying new things to come up with the best ways to communicate across channels
    b. Plan, write, and execute engaging content, independently, for IME's newsletters and in collaboration with various agencies for social media, design and press communications
    c. Create, execute, and analyze email marketing campaigns on MailChimp — including audience segmentation, automation, and reporting.
    d. Support the Social Media team in drafting content calendars, strategies, stories, campaigns etc with a consistent voice and clear goals.
    e. Collaborate with the design team for creatives, ensuring consistent visual and tonal identity across platforms.

4. **External Stakeholder Management**
    a. Coordinate with external agencies, photographers, media partners, and vendors for timely deliverables and coverage
    b. Support media and influencer outreach — drafting press notes, maintaining media lists, and facilitating interviews or collaborations
    c. Maintain budgets and support invoice and payment tracking for vendors

5. **Data, Reporting & Analysis**
    a. Develop creative ways to share impact and community stories
    b. Document processes, experiments and iterations
    c. Track and report key marketing and communications KPIs (social media engagement, reach, website traffic, campaign performance, email open rates, etc.)
    d. Use analytics tools (Meta Insights, Google Analytics, MailChimp reports, etc.) to provide actionable insights and recommendations
    e. Maintain organized records of campaigns, metrics, and creative assets for ongoing evaluation and future planning

6. **Project & Event Support**
    a. Assist in communications around museum events, workshops, and performances — including promotions, registrations, and live coverage
    b. Support on-site during major events for media coordination, social media documentation, and audience interaction

Skills & Qualifications

Essential:

- Strong ability to take in information from multiple sources and create stories to share impact with IME's audiences, communities and supporters
- 4–5 years of professional experience in communications, digital marketing, or content management (experience in the arts, culture, or non-profit sector is a plus)
- Excellent written and verbal communication skills in English (knowledge of Kannada or Hindi is an advantage)
- Strong ability to create meaningful content within reasonable timelines for newsletters and the website — across multiple digital channels
- Proficiency in MailChimp, Google Analytics, WordPress
- Organized and process-driven approach to tasks and knowledge-sharing with minimal supervision
- A data-driven mindset with comfort in reporting and presentation of results

Desirable:

- Experience with basic design tools (Canva, Adobe Suite) and CMS platforms (WordPress, Squarespace), Google Suite
- Interest in Indian music, performing arts, and cultural engagement.
- Prior experience working in museums, cultural institutions, or arts nonprofits.

What We Offer

- Supportive leadership, committed to kindness and strategic 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 info@indianmusicexperience.org with the subject line: **"Application - Communications Associate | IME"** with the following:
    - Your CV (2 pages) as an attachment or link
    - A sample of your writing (preferable long-form) as an attachment or link
    - 100-200 words about yourself and what excites you the most about this profile