



Science Gallery Bengaluru (SGB) is a not-for-profit public institution for research-based engagement targeted at young adults. We work at the interface between the human, natural and social sciences, and engineering, arts and design through a Public Lab Complex, ever-changing exhibitions, and mentorship programmes.

Asia's first and India's only member of Science Gallery International, SGB works on a range of themes that are central to the concerns of young adults. The Gallery's public engagement model moves beyond just participation, and towards proactive involvement through ever-changing exhibitions, programmes, and public events consisting of research-based engagements led by artists and scholars from diverse backgrounds.

SGB is established with the founding support of the Government of Karnataka and three academic partners - Indian Institute of Science, National Centre for Biological Sciences, and Srishti Institute of Art, Design and Technology. It is a member of the Global Science Gallery Network with sister galleries in Atlanta, Dublin, London, Melbourne, Rotterdam, and Monterrey.

Our mission is to 'bring science back into culture' by:

- **Empowering Young Adults** through our **Mentorship Initiatives** that encourages non-evaluative, self-motivated, hands-on learning. We provide exposure to research practices and nurture future research pioneers and active citizens.
- **Open Research** at our **Public Lab Complex** that encourages open-ended experiments through collaborations for young adults and experts. We provide access to research tools and outcomes outside institutional walls to catalyse antidisciplinary thinking and intergenerational co-inquiry.
- **Shaping Culture** with our **Public Engagement** and **Community Initiatives** that contribute to building a society with critical appreciation for the rigour of science, an ability to ask good questions, and participate in better informed public debates.

SCIENCE GALLERY BENGALURU

A Section-8 Not-For-Profit Private Limited Company
CIN: U92419KA2015NPL083911
GST: 29AAWCS6875L1Z0

Registered Office Address:

National Centre for Biological Sciences, GKVK Campus,
Bellary Road, Bengaluru, Karnataka 560065, India

Founding Partner: Government of Karnataka

Lead Academic Partner: Indian Institute of Science

Collaborating Partners: National Centre for Biological Sciences
Srishti Institute of Art Design and Technology

<https://bengaluru.sciencegallery.com>

info@bengaluru.sciencegallery.com



Job Description

Job Title	Media and Communications Manager
Nature of Employment	Full-time, Probation - 6 months
Reporting to	Director, Science Gallery Bengaluru
Location	Science Gallery Bengaluru, Bellary Road (next to IVRI)
Work Hours	Tuesday to Sunday; we are a small team of an institution in the establishment phase and therefore looking for people who are able to work flexibly. Late-nights, holiday and weekend work may be required.

Job Summary

The Media & Communications Manager (MCM) will be responsible for generating a strategy, material and relationships to promote the message of Science Gallery Bengaluru (SGB) to various stakeholders in the city and the country.

The MCM will collaboratively create an idiom for communication that is specific to the Science Gallery's mission and mandate for public engagement. They will work closely with the Science Gallery Bengaluru Communications Team, Exhibition and Programmes Team as well as Science Gallery International.

Key Responsibilities

MCM will deliver the following in collaboration with the director, development and programme teams, and Science Gallery International:

Brand development

- Research, writing and editing of communications materials, online and in print, including impact stories for our digital platforms, social media posts and newsletters
- Where relevant, coordinate with an external agency to develop collaterals (publications, text, video and audio publicity material, displays, advertisements)
- Manage and maintain oversight on all promotional activities and communication channels
- Maintain oversight on the printing and editing of, and continuity across, all branded collateral
- Ensure consistency of the visual identity, tone of voice, general aesthetic and brand standards in all physical and digital forms

Outreach and Audience Engagement

- Serving as an internal communications liaison for the Science Gallery's core teams, identifying potential stories of impact from within the Gallery and ensuring information-sharing across programmes



- Scheduling both internal and external events of note, and running the Communications' team diary to support project planning and strategy
- Providing support with the organisation and management of the Gallery's exhibition-season, from researching speakers, to helping implement the communications plan, to liaising with delegates and scholars
- Devise a communications strategy to attract SGB's target audience of 15 to 28-year olds through youth-focused content
- Work closely with the exhibition and programmes teams to plan and manage institutional and programme promotion activities to attract sponsors, new visitors (both online and offline), across channels, including social media, advertising, email, web, digital signage, printed collateral, direct mail, third party partnerships and visibility materials
- Oversee relationship-building activities with audience, community, supporter and peer groups

Digital Marketing

- Contributing to the creative process behind marketing campaigns for key Science Gallery initiatives
- Provide planning and implementation for online engagement
- Support the distribution of content over social media

Media Communications

- Develop, build and manage our portfolio of Media and Event Partners to promote the Gallery's work. Negotiating social media and advertisement exposure.
- Oversee PR and media activity, media plans, media partnerships, media monitoring and media evaluation activity.

Evaluation

- Collaborate with network wide Science Gallery Research and Evaluation Working Group for integrated audience development research
- Share research and audience-driven insights with the team and use data insights across the organization
- Oversee the maintenance of subscriber, media, and peer database

Person Specifications

- Proven experience working in a communications capacity, ideally for an international organisation
- Exceptional research and analytical skills
- An excellent communicator with strong verbal, writing and interpersonal skills
- Exceptional organisational skills, must be able to juggle communication requirements for simultaneous projects
- Rigorous attention to detail and a strong focus on accuracy
- Ability to thrive in an exceptionally fast-paced environment with a flexible approach to working hours
- Ability to work creatively, speedily and accurately under pressure and to prioritise accordingly



- Adapt at managing social media channels and implementing social media strategy
- Experience overseeing design of both print and digital marketing materials
- Experience using content management systems, CRM systems and email distribution platforms
- A personal interest in the intersection of the arts, and the human and natural sciences
- Fluent English is essential and editing or writing ability in an additional language, preferably Kannada is an advantage.
- Bachelor's degree required, ideally relevant to this role. Master's candidates are welcome to apply. Formal qualifications are secondary to skills and experience.

Applying for the post:

To apply, please send an email to jobs@bengaluru.sciencegallery.com

- The **subject line of the email must carry the job title** to which you are applying.
- Please attach (1) a **resume** and (2) a brief **covering letter** stating your suitability for the position, keeping in mind the specifications mentioned above. Emails not adhering to the above specifications will be rejected.

Application Deadline

Applications will be accepted on a rolling basis. Shortlisted candidates will be notified within 2 weeks of application and the first round of review will be on 30 November 2023.

Response

All applications will be considered with respect to the criteria outlined in the person specification. Personal enquiries on application status will not be entertained. No feedback will be provided at any stage of the application. Only short-listed applicants will be contacted via email.