

Vacancy Notice

No- 23(20)/2020-M-I

Dated 26th May, 2020

Engagement of Skilled Professionals in the Museum Sector – Creation of a Central team for undertaking public interface activities for bringing uniformity among all Museums and Cultural Spaces

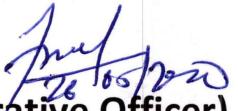
Total No of Posts: 8 (Details enclosed)

Terms and Conditions- Enclosed

Tenure: Two years (2 years)

Applications to be submitted on email to: sunita.dhavale@nic.in

Last date of submission: 19 June, 2020


(Administrative Officer)

National Museum

26.05.2020

**Application Form for Engagement of Skilled Professionals in Museum Sector, Min.
of Culture, Govt. of India**

Reference: Advt. No F No-23(20)/2020-M-I dated 26.05.2020

1	Name of the Assignment/Services Applied For:	
2	Name of the Applicant	
3	Mother's / Father's / Husband's Name	
4	Date Of Birth	
5	Address for Correspondence	
6	Permanent Address	
7	Contact No./ Mobile No.	
8	Email. ID	
9	Education/ Technical Qualification	
10	Any other relevant information/Publication/Research Details (use a separate sheet, if necessary)	

Details of relevant experience

Period – From – To (Starting from the latest)	Name of office/Organization	Description of duties performed during service period and consultancy (if any)

I certify that above furnished information is true. I have read the terms and conditions of the assignment and these are acceptable to me. I also certify that no disciplinary/Vigilance proceeding is pending against me. I request to kindly consider my candidature for the post.

Signature of the Applicant

Date:

F. No. 23(20)/2020-M.I
Government of India
Ministry of Culture
(Museum-I Section)

New Delhi dated 18th May, 2020.

OFFICE MEMORANDUM

Subject:- Engagement of Skilled Professionals in the Museum Sector – Creation of a Central team for undertaking public interface activities for bringing uniformity among all Museums and Cultural Spaces - reg

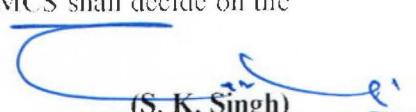
The undersigned is directed to state that in view of the announcements by Hon'ble Prime Minister of India on the need to protect and modernize cultural heritage and develop iconic museums in India as per international standards to promote heritage tourism, it is proposed that a team of 8 professionals (details enclosed) will be created. The Consultancy fee/remuneration for these professionals has been proposed in the following way:

Sl. No.	Name of Professionals	No. of professionals to be hired	Remuneration (per month)
1.	Copy-Writer	2	Rs 85,000/-
2.	Graphic Designer	2	Rs 85,000/-
3.	Product Designer	1	Rs 85,000/-
4.	Visitor Experience Manager	1	Rs 75,000/-
5.	Web Developer	2	Rs 75,000/-

2. It is stated that the expenditure towards consultancy fee in respect of above professionals will be borne by the organisations under Ministry of Culture as follows:

Name of Orgn.	Copy Writer	Graphic Designer	Product Designer	Visitor Experience Manager	Web Developer	Total No of Professionals	Cost per Museum per annum (Rs. in lakh)
National Museum	1	1				2	20,40,000
NGMA	1		1			2	20,40,000
NCSM				1	1	2	18,00,000
Salar Jung					1	1	9,00,000
NMI			1			1	10,20,000
						8	78,00,000

3. National Museum may publish advertisement for all posts and take necessary action to hire the professionals. Advertisement for specific posts mentioned against organisations in para 2 above may also be published on the respective websites of these organisations. Applications for various posts may be mailed to sunita.dhavale@nic.in. A Committee chaired by CEO-DMCS shall decide on the short listing and selection of candidates.


(S. K. Singh)
Under Secretary to the Govt. of India

ADG,
National Museum
New Delhi.

Copy for information and necessary action to:

- (i) DG(NCSM)
- (ii) DG(NGMA)
- (iii) Director (Salar Jung Museum)
- (iv) Registrar, NMI

Subject: Engagement of Skilled Professionals in the Museum Sector – Creation of a Central team for undertaking public interface activities for bringing uniformity among all Museums and Cultural Spaces - reg.

Background:

Museums are changing from an ‘old’ to a ‘new museology’ that is shaping museum functions and roles. Museum personnel are concerned with the preservation, interpretation, dissemination as well as marketing of aspects of cultural resources. Most countries recognise and place great value on the preservation of tangible cultural property as it is no ordinary property.

Many museums in India however, have less than modest resources in terms of qualified museum professionals. They do not have rigorous practitioners for this task and are woefully under-staffed with persons who do not possess the requisite skill-sets. With few, if any, specialists, individual staff at museums carry a wider range of responsibilities, affecting thereby their core roles. In the absence of skilled professionals supported by mechanisms based on international best practices, the heritage and legacy embedded in the collections of museums will fast disappear.

2. Management of Museums: Engage Professionals with Specialised Skills:

Under the Ministry of Culture, there are museums, including 5 iconic museums, which house valuable national artifacts cutting across different historical eras. To impart the much-needed professionalism in the management of these museums, it is imperative that professionals with requisite skill-sets across different role-profiles are urgently engaged, including professionals in the following areas:

- Copy-Writer
- Graphic Designer
- Product Designer
- Visitor Experience Manager

3. Integration of Digital Content:

The digital element has to become an integral part of this approach from the outset. Important role-profiles in which Indian museums need to invest may include the following:

- Web Developer
- Social Media Manager to invest in developing and engaging diverse audiences online
- Digital Curator for managing digital material and for developing online and offline exhibitions and content for other departments

4. Set up Centralised Team of Professionals to Manage Indian Museums:

It is proposed that a centralised team of 25 professionals with the skill-sets at para 2 including web developers be engaged for this purpose. A total of 5 teams (5 professionals each) could be constituted to look after the requirements of iconic Museums in India to attract greater visitor footfalls and enrich visitor experience that could encourage repeat visits. A single team would therefore, comprise the following:

- Copy-Writer
- Graphic Designer
- Product Designer
- Visitor Experience Manager
- Web Developer

5. Description of Job Roles:

The requirements for each category would be as follows:

(A) COPYWRITER

Role and Responsibilities:

- Research, report, and propose unique and thoughtful stories in connection with the museum and marketing campaigns.
- Ideate and write simple and inspired copy that is on tone and on-brand.
- Collaborate with the content and marketing team to draft compelling narratives and unearth strategic insights that can be converted into creative executions across various platforms: web, mobile, social, email, and print.
- Participate in project kick-offs, status meetings, and creative reviews to stay aligned with the creative process and ensure adherence to timelines.
- Work with the content team to ensure all copy conforms to the Museum's voice and style guidelines and reflects the nuances of the Museum and its campaigns or Events.
- Content includes: institutional messaging; website, email, and museum guide copy; social media campaigns; may also include advertising copy for digital (search, social, display, etc.) and traditional mediums (print, OOH, etc.), marketing emails, on-site collateral (both print and digital), and direct mail.

Skills Required:

- Knowledge of Indian history and culture of India.
- Professional writing experience with a proven track record of omnichannel content production particularly in the cultural sector; agency experience is a plus.
- Fast, flexible and fluid writer, with a capacity to create stories around artifacts and dive into new subjects and get up-to-speed quickly.
- Proven conceptual thinker with experience in a wide array of media including digital, e-mail, social media, print, direct response, video and events/display.
- Experienced at translating a creative brief into clear and motivating creative.
- Excellent research, reporting, writing, and editing skills, including the ability to synthesize input from multiple stakeholders.
- Proactive, organized, and detail-oriented.
- Open and collaborative with all key stakeholders.
- Experience working on a range of digital content platforms and familiarity with digital content workflows.

Qualifications and Education Requirements:

- MA/BA, Master's or Bachelor's in Journalism, History, Marketing or relevant field.
- 5+ years of relevant experience.

(B) GRAPHIC DESIGNER

Role and Responsibilities

- Creative and innovative with an eye for aesthetics.
- Ability for creative thinking to produce new concepts and ideas and design artwork to the overall brief.
- Ability to work as part of a team with printers, copywriters, other designers Software developers like and marketing specialists.
- An eye for detail; ability to produce error free graphics and layouts.

- Ability to participate in a brainstorming session to share new design perspectives and ideas.
- Maintain up-to-date knowledge about latest graphic design techniques.
- Determine the message the design should portray through his/her artwork.
- Should have a good understanding of typography, visual hierarchy, colour theory and other design principles.
- Review designs and copy for errors before printing or publishing them.

Skills Required:

- Possession of creative flair, versatility, conceptual/visual ability and originality
- Up to date with leading software and technologies
- Software Skills: Adobe Photoshop, Adobe Illustrator and Corel draw.

Qualifications and Education Requirements:

- Any Graduate
- 2+ years

(C) PRODUCT DESIGNER

Role and Responsibilities:

- Plans layout and display of objects in the given space in the museum.
- Decides on wall colours and arrangements of objects.
- Helps propagators to hang and install artwork properly.
- Fabricates souvenirs items representing Indian art objects/sculptures/painting/artifacts etc. from various materials
- Studies samples, patterns, or drawings to become familiar with items to be made and materials needed to fabricate souvenirs; or employs artistic ability and creative talent to design items.
- Buffs, polishes, paints, or varnishes item to produce desired finish.
- Arranges items on display boards, in glass jars, or into souvenir items, such as figurines, lamps, or paperweights etc.
- Make sketches of ideas by hand or computer and develop the most effective ideas into detailed drawing using specialist computer software.
- Produce reports and present ideas at various stages of the design process.
- Meet with vendors and product representatives to select marketable goods and gifts appropriate to the potential buying audience and recognized customer demand.
- Maintain product quality levels and standards in conformity with the institutional image and audience served.
- Maintain and keep records pertaining to cost of supplies and income from sales.

Skills Required:

- Creative with colours and space.
- Problem-solving capacity with shapes and space.
- Capacity to assist with exhibit design in the installation of the museum's objects.
- Ability to carefully handle objects and construct and arrange displays.
- Ability to handle the museum gift shop products, including postcards and other souvenirs
- Understanding of technology, production methods and materials (such as textiles, metals & plastics).
- Good comprehension of different material and their production methods.

Qualifications and Education Requirements:

- Bachelor's degree in Design or Fine Arts
- Minimum 5 years' experience in design background – Souvenir Products, Handicrafts, Art & Culture etc.

- Proficient in Photoshop and Illustrator

Other Skills:

- Strong verbal and written skills. Must be comfortable presenting ideas to the Management
- Team player with the ability to work with concerned department, members, as well as independently.
- Knowledge of product manufacturing processes a plus

(D) WEB DEVELOPER

Role and Responsibilities:

- Design and implement new features and functionality of the website.
- Guide the website's architecture.
- Help to formulate an effective, responsive design and turning it into a working theme and plug-in.
- Execute all engineering related tasks like coding, stress testing, security testing.
- Create and designing backend services.
- Maintain backend services 24x7.
- Write well-designed, testable and efficient code.
- Gather and evaluate user feedback.
- Work as a part of a dynamic team to deliver winning products.
- Provide code documentation and other inputs to technical documents.
- Troubleshoot and debug to optimise performance.

Skills Required:

- Very good understanding of data structure, algorithms and design patterns.
- Experience in GIT or similar environments.
- Strong knowledge of .NET, C#, HTML5/CSS and Javascript.
- Exposure to test driven development.
- Exposure to Frontend UI/UX developer concepts.
 - Solid understanding of networking and core Internet protocols (e.g. TCP/IP, DNS, SMTP, HTTP, HTTPS etc.)
 - Some knowledge of designing RESTful services and microservices architecture.
 - Ability to present code and sell solutions to various stakeholders.
 - Ability to solve problems creatively and effectively.
 - Up-to-date with the latest techniques and technologies.
 - Good knowledge of PHP.
 - Ability to learn and unlearn concepts and technology rapidly to keep pace with cut throat competition.
 - Experience of working in a media start-up will be a plus.

Qualifications and Education Requirements:

- At least 4-5 years of Fullstack developer experience.
- Bachelor's or Master's degree in Computer Science.

(E) VISITOR EXPERIENCE MANAGER

- Visitor Experience Managers are responsible for managing visitors' experience, in a duty management capacity, working with the Visitor Assistants. The Visitor Experience Manager is required to oversee the overarching running of the Museum's premises ensuring that the highest

standards of visitor experience is provided for visitors, maintaining a security presence at all times and ensuring that the Health and Safety policy is adhered to throughout. The Visitor Experience Manager will also oversee the daily running of the departmental Volunteer team.

- This is a proactive position with responsibilities for staff performance and development. Visitor Experience Managers strive to develop excellence and improvements in visitor experience at all times and to act as the Visitor Champion.

Role and Responsibilities:

- Leadership and Development
- Manage, motivate and develop the Visitor Assistant team to ensure visitor service and satisfaction is delivered to the highest standards, with a hands-on management style.
- Identify the training and development needs of Visitor Assistants ensuring that these are addressed through the staff development programme
- Compile and deliver the Visitor Assistant training programme
- Ensure all staff are fully briefed as to the day's activities and that staff have access to all current information and leaflets
- Ensure all internal signage for the museum is displayed and correct
- Delivery of Management requirements
- Work with the Visitor Assistants to ensure security of the galleries are maintained and monitored at all times and report any problems to the Duty Manager or Security Manager appropriately
- Coordinate any emergency evacuation of the Museum and provide Duty Manager support to the Incident Controller in the event of an emergency
- Adhere to administration processes
- Produce and maintain effective procedural guidelines for all activities within designated areas and recommend improvements and changes whenever necessary to the Head of Visitor Experience in line with departmental objectives.
- Monitor and keep staff records up to date and liaise with the Visitor Experience Coordinator.
- Receive verbal complaints and special requests from visitors. Demonstrate ability to react positively to visitor feedback and to manage conflict effectively
- Ensure that group visits and educational visits are dealt with efficiently
- Ensure forward planning and smooth running of events and activities in the galleries
- Ensure delivery of the Museum's Mission Statement, objectives and values
- Act as role model for staff and colleagues within the Museum

Additional Duties

- Complete portfolio tasks including project management, attendance at inter-departmental meetings, report writing and be the key contact for any commercial and/or interpretative responsibilities
- Manage events outside of public opening
- Deputise for Head of Visitor Experience as required
- Any other duties as directed by line management

Skills and Experience

- Proven experience of working and managing in a customer service environment and encouraging high standards of visitor care throughout previous employment.
- Proven management experience of a large and diverse team of staff and volunteers
- Presentation skills and time management.
- Competent IT skills – Microsoft Office Suite
- Excellent interpersonal and communication skills
- Flexible approach to working in a team
- Ability to deal confidently with emergency situations

- The ability to work under pressure, forward plan and meet deadlines

Desirable

- Experience gained in a commercial environment
- Previous experience of evacuation planning, visitor communications (signage) and emergency planning

6. Consultancy fee/remuneration will be Rs 85,000/- each for Copy-Writer, Graphic Designer and Product Designer and at Rs 75,000/- each for Visitor Experience Manager and Web Developer.