



**The McCord Museum celebrates our past and present lives – Our history, our people, and our stories. A Museum that mirrors a city open to the world, the McCord is an intelligent Museum that connects individuals with cultures and communities, offering a current take on today's issues. Contemporary and interactive, the McCord encourages us to reflect upon the past while engaging with the present.**

The McCord Museum is seeking a  
**Digital Content and Social Media Specialist**  
Reference #201605E

Reporting to the Head, Communications, the incumbent is responsible for content and for editorial choices made in the visitors' pages of the Museum's Web site. She or he will develop and optimize Web communication strategies by being present on the various social media.

### **Role and Responsibilities**

#### **Web**

- Provide recommendations for the optimization of the online experience and participate in the implementation of new promotional techniques for the Web market ;
- Participate in the creation and development of online communication projects ;
- Assure that the Internet site and other related tools (info@McCord, Editorial calendar, etc.) are up to date;
- Edit and manage the content of various numeric tools with the intention of optimizing their reference to the Web site;
- Assure the continual SEO optimization of the site and follow up on SEM performance reports with an agency;
- Conceive, edit and coordinate the creation of the newsletters and assure that they are sent;
- Propose a subscriber acquisition strategy for the *Infolettre* and follow evolution of subscriptions; deliver performance reports for each newsletter.

#### **Social Media**

- Develop a social media strategy, make editorial choices adapted to platforms; ensure their implementation and submit recommendations;
- Assure the daily management and execution of calendars and publications on the various social media platforms used by the Museum (Facebook, YouTube, Twitter, Instagram, Pinterest, Flickr, TripAdvisor, LinkedIn, etc.) in both English and French;
- Post updates, ensure daily monitoring and participate actively in online communities;
- Execute Facebook campaigns with Power Editor, manage budget and monitor performance;
- In cooperation with the Marketing-Communication, Promotion Agent, create content and develop contest strategies for partners;
- Participate in the organization and promotion of openings and other Communication promotional events, as well as cultural activities (event coverage, etc.).

#### **General**

- Analyze the performance of sections and content of the Web site using audience tools and submit recommendations (develop a log and ensure that it is up to date on a weekly basis);
- Analyze results and benefits (organic and financial) with tools such as Facebook Ads, Google Analytics, and submit recommendations in report form;
- Manage the creation of video content for the Web and social media;
- Maintain and manage the Museum's brand on those social media platforms as well as certain blogs and touristic calendars (ex.: Tourism Montreal);
- Use competitive intelligence to identify the most effective online practices and submit recommendations in order to implement them;
- Monitor translators, revisers and media agency;
- Keep the procedural manual up to date;
- Occasionally coordinate follow-ups with interns and volunteers;
- File and archive documents; perform other administrative duties.

### **Employment Conditions**

- Full-time position beginning April 2016; 35 hours per week; indeterminate duration;
- Salary commensurate with experience plus extensive benefits package.

### **Qualifications and Profile Required**

- University degree in communication, Web communication, marketing, or equivalent;
- Five (5) years of relevant experience in digital marketing;
- Excellent experience in managing social media accounts, including Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn, TripAdvisor, Flickr;
- Very good knowledge of a content management system (CMS); experience with Wordpress;
- Knowledge of MailChimp and familiarity with Facebook Business;
- Strong understanding of SEO and the newest trends on the subject;
- Good general understanding of banner campaigns (SEO), affiliation marketing, indexing, RRS feeds, mobile technologies, attribution models, and their influence on SEM activities;
- Knowledge of social media management dashboards, including Facebook Insights, YouTube Insights and Google Analytics; knowledge of Hootsuite Pro, SiteCatalyst, Radian6, or Crazy Egg;
- Excellent writing skills in general and ability to adapt to various communication platforms (Web, mobile, social media); creativity;
- Ability to analyze data and readings;
- Exceptional organizational skills and objective-based planning;
- Dynamism, innovation, and a high degree of autonomy; capacity to propose solutions;
- Capacity to work as part of a team and with critical deadlines;
- Fluency in English and French (written and spoken).

### **Application Instructions**

Applications for the position will be accepted until **Monday, March XX, 2016 (ref.: #201605)**. Qualified candidates are encouraged to apply by email. Please provide: **1) Letter of intent 2) Salary expectations 3) Curriculum vitae**  
Forward to Lucie Beaupré, Senior Officer, Human Resources  
By e-mail: [rh.mccord@mccord-stewart.ca](mailto:rh.mccord@mccord-stewart.ca) or by mail: 2175 Victoria Street, Montreal, QC H3A 2A3

For details on the McCord Museum, please consult the McCord website: [www.mccord-museum.qc.ca](http://www.mccord-museum.qc.ca)  
Although we thank all applicants for their interest, only selected candidates will be called for an interview.