



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.

We are seeking a  
**Marketing-Communications and Promotion Officer**  
Ref. No.: 201609-2E

Reporting to the Head, Communications, the Marketing-Communications and Promotion Officer participates in the Museum's various communication tasks and activities. The Officer coordinates the Museum's relations with its various client groups, participates in advertising and promotional projects, and assures the distribution of products and services while maintaining the Museum's brand.

## **Roles and Responsibilities**

### **Promotion**

- Participate in the development of communication and media plans; monitor these plans and keep them updated with a media agency;
- Manage the planning, creation and production of paper and electronic promotional tools (media plan advertising and media partner communications) and ensure their delivery and diffusion;
- Coordinate the Museum media partners' benefits;
- Ensure the coordination and diffusion of overall print material targeted to different audiences;
- Develop promotional strategies (write content) for the admissions desk, ensure their implementation and monitor results;
- Develop and manage promotional contests.

### **Membership Program**

- Supervise the work of the Marketing-Communications Assistant, Membership;
- Develop promotional and development strategies for the Museum's membership program (annual planning); manage program;
- Maintain relationship with Members and manage the coordination of Member benefits and offers.

### **General Tasks**

- CRM and Members/Subscribers database: update various mailing lists (responsible for data entry); act as the Museum's resource person for the database;
- Use competitive intelligence (CRM) to identify the most effective online practices and submit recommendations in order to implement them;
- Monitor industry trends regarding the promotion of activities to different target audiences in a museum/cultural environment;
- Participate in the organization of the department's activities and special events;
- Supervise interns occasionally.

## **Employment Conditions**

- Full-time position (35 hours per week) to start in June 2016; occasional work on evenings and weekends;
- Compensation commensurate with experience and competitive benefits package.

## **Qualifications and Requirements**

- University degree (bachelor's degree in marketing, communication or equivalent);
- Over two (2) years of relevant experience in a similar position;
- Fluency in English and French (written and spoken), with excellent French writing skills;
- Proficiency in *MS Office* applications, knowledge of database analysis application and *Adobe CS5 Suite*;
- Excellent analytical capabilities and ability to disseminate information;
- Capacity to work under pressure and as part of a team; ability to propose solutions;
- Capacity to manage multiple tasks simultaneously and define priorities quickly and efficiently;
- Technical skills, creativity and attention to detail;
- Interest in culture and heritage.

## **Application Instructions**

Applications for the position will be accepted until **June 6, 2016 (Ref. No. 201609-2E)**. Please provide: **1) Letter of intent**  
**2) Curriculum vitae** **3) Salary expectations**

Forward to Selection committee

By e-mail (preferably): [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.