



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 recruiting a Head, Communications (Maternity replacement)**

Ref. Number: 201620E

The Marketing and Communications Department is responsible for promoting the Museum's brand image as well as increasing its visibility, the number of visitors, and their level of satisfaction. The Department handles the management of the gift shop, the reception desk, the *café*, special events and room rentals. A team of fifteen handles the running of the auxiliary services, develops and implements the marketing and communications strategy and plans for all the Museum's activities.

Reporting to the Director, Marketing and Communications and working closely with the various teams at the McCord, the Head, Communications manages the delivery of all of the Museum's communications, supported by a team of four to five professionals and some interns.

### **Roles and Responsibilities**

#### ***Planning***

- Participate in the development of the annual strategic orientations of Marketing and Communications and ensure their achievement
- Develop effective communications strategies to reach the Museum's different target audiences (visitors, members, etc.) on the traditional and digital platforms; develop media plans with an agency
- Set the Communications team's short and medium-term goals
- Participate in the forging of partnerships (media and others), ensure the production of partners benefits, and maintain excellent partner relationships
- Oversee surveys on brand awareness
- Support actions aimed at improving the Museum's brand, brand awareness and positioning

#### ***Management and delivery of communications***

- Manage the annual communications plan and individual communications plans for the McCord's various exhibitions and activities, including media and promotional plans, public relations, web content, social media, etc.
- Identify the communication needs of the institution and its various teams, and develop appropriate solutions and tools to address these needs
- Ensure the implementation of Communications projects and supervise, and support the various stages of their development; all the way to the production of the final assets (printed formats, Web, video, etc.)
- Write and/or oversee the writing of various documents (presentations, press releases, briefings, procedure logs, promotions, annual report, etc.)
- Brief agencies and external resources and oversee and/or prepare assignments, ensuring that deadlines and budgets are met
- Oversee the quality of deliverables and their conformity to the brand tone and image, according to different media platforms, while respecting the brand values and encouraging engagement
- Oversee and ensure the effective use of the McCord Museum's communications tools
- Monitor and evaluate campaigns and results; identify options for optimisation
- Participate in the conception and organization of various events and special projects (exhibition openings, special events, shootings, etc.)
- Recruit and supervise the Communications team
- Manage the Communications Department's budget
- Support the team in the delivery of projects
- Assist the Director, Marketing and Communications as required

### **Employment Conditions**

- One-year full-time contract
- Salary commensurate with experience
- Occasional work on evenings and weekends
- Employment to start beginning of March 2017

### **Qualifications and Profile Required**

- Bachelor's degree in Marketing or Communication Studies
- Five (5) to ten (10) years of experience in Communications and three (3) years of relevant experience in a similar position
- Fluency in English and French (spoken and written) and **excellent** French writing skills
- Proficiency in MS Office applications (Word, Excel, PowerPoint) and knowledge of Adobe CS (Photoshop, Illustrator or InDesign)
- Knowledge of publishing and data analysis
- Knowledge and ability to keep abreast of Web and social media best practices and trends
- Excellent time and resource management skills (human and financial)
- Excellent organizational and planning skills, and ability to manage multiple deadlines simultaneously
- Talent for multi-tasking with thoroughness and efficiency as well as the capacity to define priorities, including for the team
- Strong interpersonal and communication skills, team spirit and leadership
- Resourcefulness, dynamism, adaptability, versatility and autonomy
- Solution-oriented approach
- Creativity and spirit of innovation
- Keen interest in heritage and cultural activities

**Applications** for the position will be accepted **until noon, Monday, January 9, 2017 (ref.: #201620E)**. Qualified candidates are encouraged to apply by email. Please provide: **1) Letter of intent 2) Curriculum vitae 3) Salary expectations**  
Forward to Lucie Beaupré, Head, Human Resources Department  
By e-mail: [rh.mccord@mccord-stewart.ca](mailto:rh.mccord@mccord-stewart.ca) or by post: 2175 Victoria Street, Montreal, QC H3A 2A3

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