



The McCord and Stewart museums are two renowned social history museums grouped into a single entity since 2013: the McCord Stewart Museum.

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 Stewart Museum holds a unique collection of nearly 27,000 artefacts, archival documents and rare books that show the European presence in New France and North America up to the present. The Museum's main mission: to conserve and exhibit these objects, which relate to the voyages, scientific advances, feats of arms, beliefs and daily life of our ancestors.

All of the McCord Stewart Museum's activities revolve around six core values: rigour, integrity, inclusion, audacity, creativity and commitment.

We are seeking an
ADVISOR, CLIENT DEVELOPMENT AND MARKETING
Reference # 201708E

Reporting to the Head, Client Development, and the Manager, Admission and Boutique, the Advisor, Development and Marketing is responsible for the expansion of the different client bases of the McCord and Stewart museums. The incumbent also supervises daily operations at the Stewart Museum's Admission and Boutique to ensure proper functioning.

Roles and Responsibilities

Client Development

- Participate in customer acquisition from the various spheres of business, education, tourism, cultural communities, and heritage and culture
- Plan development projects and coordinate activities with representatives from a wide variety of tourism operators, business and community associations, etc.
- Plan and develop direct marketing strategies and other targeted communication strategies to reach these groups
- Study the potential for, and the approach to, different targeted groups (tourists, school groups and early childhood centres, local adult and senior groups, families, city day camps, corporate groups, etc.)
- Promote visits and targeted offerings (ex.: children's birthdays, corporate activities, etc.)
- Enrich, organize and maintain customer database
- Analyze the database to identify new avenues of development
- Conduct market studies to assess the potential for development and identify future trends
- Ensure positive customer experience, from the beginning of the process to its conclusion, and maintain post-visit relationship in order to generate repeat visits and increase revenues
- Represent the Museum
- Assist in the organization of various events
- Assist in developing the Museum's membership base

Sales and Admission/Boutique Management

- Contribute to the development of the Stewart Museum's Boutique and the selection of products
- Assist in receiving items for the Boutique, under the supervision of the Manager, Admission and Boutique and with the help of the Admission and Boutique Attendants
- Maintain merchandise displays in the Boutique with the help of the Attendants
- Monitor the activities of the Stewart Museum's Admission and Boutique (cash management, reception of literature from other partnered institutions, promotion and information displays, etc.), fill in for personnel during their lunch break and when necessary, and ensure smooth daily operations
- With the help of the Attendants, maintain the entrance area (Admission and Boutique) orderly and appealing to visitors, in collaboration with the Manager, Admission and Boutique, and the Advisor, Communications and Visitor Experience
- Participate in the recruiting process for Admission and Boutique personnel
- Perform any other related duties

Employment Conditions

- Full-time position beginning in May 2017; includes some non-standard work schedule in connection with events, occasional work on evenings and weekends
- Compensation commensurate with experience

Qualifications and Profile Required

- University degree in Administration, Business Management, Marketing
Minimum of two (2) years' experience in similar positions (in a museum or cultural organization would be an asset)
- Fluency in English and French (written and spoken)
- Capacity to work as part of a team and with critical deadlines; focus on customer service
- Organizational skills
- Negotiation skills
- Interest in culture and heritage

Applications for the position will be accepted until **April 24, 2017 (Ref.: #201708E)**. Qualified candidates are encouraged to apply by email. Please provide: **1) Letter of intent 2) Curriculum vitae 3) Salary expectations**
Forward to: Human Resources Department
By e-mail: rh.mccord@mccord-stewart.ca or by mail: 2175 Victoria Street, Montreal, QC H3A 2A3

For details on the McCord and Stewart museums, please consult our websites:
www.mccord-museum.qc.ca and www.stewart-museum.org
Although we thank all applicants for their interest, only selected candidates will be called for an interview.