



The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts, and Textual Archives. McCord Museum: Our People, Our Stories.

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

The McCord Museum is seeking an
Officer, Public Relations – Maternity leave replacement
Reference #: 201811E

Under the supervision of the Chief, Communications, the incumbent is involved in the delivery of the Museum's communication activities and programs. He/she will be in charge of the public relations of the institution. She/he will be responsible of the media relations, organize the media events, develop and implement the public relations' annual strategy and the design of the PR conception of the various communication plans, produce various communication tools, and ensure the publication of the Museum's products and services.

Roles and Responsibilities:

1. Media relations

- Position the organization with the media community in order to promote the mission, the positioning and image of the Museum;
- Develop and execute simultaneously multiple media strategies and tactics while maximizing their impact across all channels, and based on industry best practices;
- Write press releases;
- Establish and maintain all media relations;
- Organize various events: media tours, press conferences, tapings, and openings;
- Coordinate and negotiate content partnerships, redaction as needed.

2. Public relation

- Develop and implement the public relations strategy in support of the communication-marketing objectives and in connection with the Museum's strategic planning;
- Participate in the development of various communication plans per projects;
- Write and review texts and documents for different target audiences;
- Maintain the database of the personalities and influencers of the environment as well as the press list.

3. Result measurements

- Perform the press review;
- Ensure a weekly monitoring;
- Evaluation of the media impact.

4. Internal communication

- Develop and implement an annual internal communication strategy;
- Prepare different internal communication tools including the monthly newsletter;
- Coordinate the Values Committee in collaboration with the Human Resources service.

5. Employment conditions:

- Temporary full time contract (14 months) starting on August 27, 2018, occasional work on evenings and weekends;
- Three-month probation period;
- Salary commensurate with experience.

Qualifications and profile required:

- Bachelor degree in communication or journalism, major in public relations or equivalent;
- 5 years of relevant experience in similar positions (experience in a cultural environment being a strong asset)
- Fluency in English and French (written and spoken)
- Excellent French writing skills. Proficiency in English writing is an asset;
- Good vulgarization, interpersonal and communication skills;
- Experience with social media such as Twitter, Facebook and Instagram; proficient with Microsoft Office Suite;
- Demonstrate rigor and attention to details, resourceful, autonomous and polyvalent;
- Organised and able to manage multiple tasks quickly and effectively;
- Intellectual curiosity;
- Good judgement skills, tact and diplomacy are required;
- Flexible, exceptional capacity to adapt to change and desire to innovate.

Qualified candidates are encouraged to apply by email. Please provide: **1) Letter of intent 2) Curriculum vitae 3) Salary expectation**
Forward to: Human Resources Department at rh.mccord@mccord-stewart.ca