



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, that make up one of the largest historical collections in North America, comprising Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts, and Textual Archives. McCord Museum: Our People, Our Stories.

The Stewart Museum is a Montreal history museum founded more than 60 years ago that celebrates the European influence in New France and North America from the 17th century to today. Located on an exceptional heritage site, the institution offers original exhibitions that draw on its rich collection and take a contemporary look at history. The Museum has a unique collection of 27,000 artefacts, which includes scientific, decorative arts and military objects as well as rare books and textual archives.

The McCord and Stewart museums are two renowned social history museums operating, since 2013, under the name McCord Stewart Museum. All of the McCord Stewart Museum's activities revolve around six core values: rigour, integrity, inclusion, audacity, creativity and commitment.

We are seeking a
Digital Content and Events Coordinator
Reference # 201903E

Under the supervision of the Senior Officer, Communications and Visitor Experience, the incumbent participates in the development and implementation of communication strategies and communicates the actions of the McCord and the Stewart Museum. By working closely with the Digital Content and Social Media Specialist, he promotes the reputation and image of both institutions and contributes to the engagement of their audiences. In addition, he plans, organizes and coordinates communication events at both Museums.

Duties and Responsibilities

General

- Participate in the development and implementation of marketing plans for the Museums' exhibitions and activities

Web

- Ensure the updates on the websites
- Participate in content creation projects and write the contents of different digital tools in order to improve the website's online ranking
- Participate in the SEO continuous optimization of the websites
- Provide, when required, the elements of analysis of the websites sections and contents' performance according to the measurement indicators established by the Officer
- Coordinate the production of Newsletters, e-blasts and invitations, and track results
- Manage and update mailing lists using a CRM
- Maintain and manage the Museum's brand on different platforms and update various online calendars

Community management

- Participate, for each of the museums, in the management of the content calendars and its online release (mainly for Facebook, Instagram, Twitter, LinkedIn, TripAdvisor, Pinterest)
- Propose original content ideas (promotion, video, contest...)
- Write publications, manage the creation of visuals and perform translation
- Participate actively in online communities, answer queries
- Put advertising campaigns online
- Update performance reports

Events

- Develop communications events (press launch, exhibition openings, special events, stunts, etc.), coordinate suppliers and internal resources (roadmaps), ensure the logistics, measurement and evaluation
- Prepare guest lists, organize invitations to openings and special events, and manage RSVPs



Other

- Manage post-mortems
- Ensure strategic monitoring of digital best practice
- Manage requests from the info and communications email inbox

Employment Conditions

- Full-time and permanent position, 35 hrs per week work schedule. Occasional work on evenings and weekends
- Compensation commensurate with experience with very competitive benefits
- Three (3) months' probation period
- The position is based at the Stewart Museum but you will also be required to work at the McCord Museum on a weekly basis

Qualifications Required

- Bachelor's degree in Communication or Marketing
- Minimum of three (3) years of relevant experience
- Knowledge of communication techniques, tools and strategies
- Good knowledge of WordPress or other CMS
- Excellent knowledge of social media
- Knowledge of Facebook Advertising Manager
- Excellent organizational skills
- Solid experience in planning and coordinating events in a professional corporate environment
- Fluency in English and French
- Excellent writing skills, especially writing for the web, and knowledge of SEO
- Proficient user of Microsoft Office Word, Excel and Outlook
- Knowledge of a CRM and email software (an asset)
- Knowledge of Adobe Photoshop and InDesign (an asset)

Profile Required

- Excellent organization skills and attention to detail
- Tech-savvy
- Autonomy / resourceful; rigorous and creative
- Strong analytical and summarizing skills
- Versatile
- Strong ability to work in a team

Applications for the position will be accepted until **February 3, 2019** (Ref.: #201903E). Please provide: **1) Letter of intent**
2) Curriculum vitae **3) Salary expectations**
Forward to the Human Resources Department by e-mail: rh.mccord@mccord-stewart.ca

For details on the McCord and Stewart museums, please consult our websites:

www.musee-mccord.qc.ca and www.stewart-museum.org

Although we thank all applicants for their interest, only selected candidates will be called for an interview.