



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  
**Promotion Advisor**  
Reference # 201904E

Under the supervision of the Head, Communications, the incumbent will participate in the development and implementation of communications strategies and methods for the McCord Museum and the Stewart Museum. They will coordinate relations with different constituencies, participate in advertising, promotional and partnership projects, ensure the distribution of products and services, and contribute to enhancing the awareness and brand of the two institutions, as well as the engagement of their audiences.

### **Summary of duties and responsibilities**

#### ***Promoting McCord Museum and Stewart Museum activities***

- Participate in the development and implementation of communications plans and media strategy plans and ensure their timeliness and their execution with a media strategy firm
- Manage the planning, the creation (in tandem with the design team) and the production of promotional materials (advertising set out in the media strategy plan, communications via media partners), both in print and digitally, as well as all other stages leading up to the distribution of the materials
- Draft promotional materials produced internally (flyers and brochures for exhibits, advertising and other promotions)
- Develop *ad hoc* partnerships in connection with Museum programming, and institutional and promotional partnerships; negotiate and draft the relevant agreements; ensure that partners receive the appropriate exposure or benefits via Museum communications outlets
- Follow up on the delivery of benefits to the Museum's media and cultural partners
- Ensure the coordination and distribution of printed communications materials for the Museums to various targeted constituencies
- Deploy promotional methods to increase the number of Museum visitors, through drafting of the appropriate content, ensuring implementation of strategies, and monitoring of results
- Develop and manage contests

#### ***Other***

- Manage promotional activities relating to exhibitions (invitations, vernissages, posters, etc.)
- Coordinate the design team's activity: integrate design requests from other departments (cultural, educational and civic activities, the Foundation, etc.) into ongoing communications work, rework content as needed to ensure conformity with Museum standards, manage revisions and translations, do photo research and photo credit work, brief the designer
- Act as Communications Lead for internal teams in the development and execution of marketing plans for selected exhibits
- Carry out strategic monitoring as regards promotion of activities to various audiences in the context of Museum or cultural activities
- Participate in the organization of vernissages and other promotional events
- Supervise interns (periodically)
- Follow up on requests for guest passes;
- Keep the design team's work schedule up to date
- File and archive Communications documents and carry out other office tasks, as needed



### 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
- While the position is based at the McCord Museum, occasional visits to the Stewart Museum will be required

### Qualifications and Profile Required

- University degree in marketing, communications or a related field
- A minimum of three years' experience in communications and/or marketing
- Written and spoken bilingualism (French and English) and strong writing competency in French
- Completely comfortable with Office Suite
- Good level of skill with Adobe Suite (InDesign, Photoshop, Illustrator)
- Skill with video editing software (Première, Movie) is an asset
- Strong sense of organization, and attention to detail
- Familiarity with the key media platforms, and on top of the latest trends
- Good communicator, with a talent for analysis and for popularizing
- Plenty of initiative
- Independence and resourcefulness
- Flexibility and agility
- Ability to multitask in an organized fashion and to define priorities effectively and with precision; versatile thinker
- Creativity
- Proven ability to work in a group
- An interest in culture and heritage

Applications for the position will be accepted until **February 3, 2019** (Ref.: #201904E). 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](mailto:rh.mccord@mccord-stewart.ca)

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

[www.musee-mccord.qc.ca](http://www.musee-mccord.qc.ca) and [www.stewart-museum.org](http://www.stewart-museum.org)

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