



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.

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

The McCord Museum is recruiting an  
**Publicity and Promotions Officer**  
Reference #201930E

The Marketing, Communications and Visitor Experience 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.

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. The Officer will coordinate relations with different constituencies, participate in advertising, promotional and partnership projects, organize exhibition openings, ensure the distribution of products and services and contribute to enhancing the awareness and brand of the Museum as well as the engagement of their audiences.

### Summary of duties and responsibilities

- 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 and the production of promotional 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, and ensure that partners receive the appropriate exposure or benefits via Museum communications outlets;
- Follow up on the delivery of benefits to the Museum's partners;
- Ensure the coordination and distribution of printed communications materials to various targeted constituencies;
- Deploy promotional tactics 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 and off-site promotional activities;
- Coordinate the organization of exhibition openings.

### Other

- Manage promotional activities relating to exhibitions;
- Act as Communications Lead for internal teams in the development and execution of their communication's tool;
- Coordinate the design studio's activity: integrate design requests from other departments 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;
- CRM and data: update the different mailing lists (responsible for data entry);
- Keep abreast of best practices in CRM; evaluate, recommend and implement best practices, where applicable;
- Carry out strategic monitoring as regards promotion of activities to various audiences;
- Supervise interns;
- 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 position ;Probation period: 3 months
- Competitive compensation and attractive benefits to start in immediately
- Social activities and continuing education; collegiate and inclusive work environment.

### Qualifications and profile

- Bachelor's degree in Marketing or Communication Studies or relevant field;
- Minimum of three years similar professional experience, in a cultural environment (an asset);
- Excellent communication skills in French and English. Knowledge of a third language will be an asset;
- Demonstrated ability to work in an MS Windows environment and with Office Suite, Adobe CS5 Suite, Dreamweaver knowledge and databases, HTML knowledge (an asset);
- excellent French writing skills especially in promotional writing and web;
- Mature and good judgement; excellent analytical and extension skills;
- Knowledge of different media supports, on the lookout for new trends;
- Acute sense of planning; initiative and ability to manage multiple projects at once;
- Ability to work under pressure and in a team;
- Rigor and attention to detail;
- Aesthetic sense; creativity and daring;
- Technical and creative ability, resourcefulness, dynamism and adaptability, autonomy and versatility;
- Keen interest in heritage and cultural activities

Applications for the position will be accepted until **September 9, 2019** (Ref.: #201930E). 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 McCord website: [www.musee-mccord.qc.ca](http://www.musee-mccord.qc.ca)  
Although we thank all applicants for their interest, only selected candidates will be called for an interview.