



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.

The McCord Museum is recruiting a
Head, Communications
Ref. Number: 201923E

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. The Department also handles the management of the gift shop, the reception desk, the *café*, special events, the membership program, room rentals and the improvement of visitors' experience. A team of fifteen handles the running of the auxiliary services, develops and implements the marketing and communications strategy and plans for all the Museum's activities.

Reporting to the Director, Marketing, Communications and Visitor Experience and working closely with the various teams at the Museum, the Head, Communications manages the delivery of all of the Museum's communications, supported by a team of six professionals and some interns.

Roles and Responsibilities

Planning

- Participate in the development of the annual strategic orientations of Marketing and Communications and ensure their achievement
- Develop effective communications strategies to reach the Museum's different target audiences (visitors, members, etc.) on the traditional and digital platforms; develop media plans with an agency
- Set the Communications team's short and medium-term goals
- Participate in the forging of partnerships (media and others), ensure the production of partners benefits, and maintain excellent partner relationships
- Support actions aimed at improving the Museum's brand, brand awareness and positioning
- Participate to the development of the Museum's major projects, including the exhibitions (interdepartmental team)
- Contribute actively to the institution digital transformation

Management and delivery of communications

- Manage the annual communications plan and individual communications plans for the McCord's various exhibitions and activities, including media and promotional plans, public relations, web content, social media, etc.

- Identify the communication needs of the institution and its various teams, and develop appropriate solutions and tools to address these needs
- Ensure the implementation of Communications projects and supervise, and support the various stages of their development; all the way to the production of the final assets (printed formats, Web, video, etc.)
- Write and/or oversee the writing of various documents (presentations, press releases, briefings, procedure logs, promotions, annual report, etc.)
- Brief agencies and external resources and oversee and/or prepare assignments, ensuring that deadlines and budgets are met
- Oversee the quality of deliverables and their conformity to the brand tone and image, according to different media platforms, while respecting the brand values and encouraging engagement
- Oversee and ensure the effective use of the McCord Museum's communications tools
- Monitor and evaluate campaigns and results; identify options for optimisation
- Participate in the conception and organization of various events and special projects (exhibition openings, special events, shootings, etc.)
- Recruit and supervise the Communications team
- Manage the Communications Department's budget
- Support the team in the delivery of projects
- Assist the Director, Marketing and Communications as required

Employment Conditions

- Full-time position
- Salary commensurate with experience plus extensive benefits package, 6 months of probation period
- Occasional work on evenings and weekends
- Employment to start beginning of July 2019
- Stimulating and collegial work environment

Qualifications and Profile Required

- Bachelor's degree in Marketing or Communication Studies
- Five (5) to ten (10) years of experience in Communications and three (3) years of relevant experience in a similar position
- Fluency in English and French (spoken and written) and **excellent** French writing skills
- Proficiency in MS Office applications (Word, Excel, PowerPoint) and knowledge of Adobe CS (Photoshop, Illustrator or InDesign), World Press and MailChimp is an asset
- Knowledge of publishing
- Knowledge of CRM and data analysis
- Knowledge and ability to keep abreast of Web and social media best practices and trends
- Excellent time and resource management skills (human and financial)
- Excellent organizational and planning skills, and ability to manage multiple deadlines simultaneously
- Talent for multi-tasking with thoroughness and efficiency as well as the capacity to define priorities, including for the team
- Strong interpersonal and communication skills, team spirit and leadership
- Resourcefulness, dynamism, adaptability, versatility and autonomy
- Solution-oriented approach
- Creativity and spirit of innovation
- Keen interest in heritage and cultural activities

Applications for the position will be accepted until noon, Monday, June 3, 2019 (ref.: #201923E). Qualified candidates are encouraged to apply by email. Please provide: 1) Letter of intent 2) Curriculum vitae 3) Salary expectations

Forward to Lucie Beaupré, Head, Human Resources Department

By e-mail: rh.mccord@mccord-stewart.ca or by post: 2175 Victoria Street, Montreal, QC H3A 2A3

**For details on the McCord Museum, please visit the McCord website at www.mccord-museum.qc.ca
Although we thank all applicants for their interest, only selected candidates will be contacted for an interview.**