



Jeunesses Musicales Canada

Jeunesses Musicales Canada is a talent incubator that boosts the careers of the best emerging artists, while helping to democratize classical music for audiences of all ages.

The non-profit organization has a dual mandate: to promote the dissemination of classical music, particularly among young people, and to support young professional instrumentalists, singers and composers in the development of their national and international careers.

At Jeunesses Musicales Canada, you will be part of a team of 12 music fans while also surrounding yourself with numerous artists and designers and participating in the thriving artistic environment at the JMC's André Bourbeau House, a historic building located directly on Mont-Royal Avenue in the heart of the Plateau.

We are currently looking for a:

COMMUNICATIONS COORDINATOR

Reporting to the Executive Director, you will play a key role in building the visibility, profile and reputation of Jeunesses Musicales Canada, its Foundation and their various projects.

Your main responsibility will be to design, write, produce and distribute all printed and digital documents and materials describing the organization and its activities:

- **Young Audience Activities, Emerging Artists Concerts, Joseph-Rouleau Hall:**
 - Annual and seasonal promotional brochures, concert posters, subscription cards, concert programs, audio files, promotional photos and videos, outdoor advertising, program inserts, web banners, audition announcements, various press releases, concert tickets, various advertisements.
- **JMC Foundation** (communications tools for annual foundation activities and benefit events):
 - *Coup de cœur Evening* and golf tournament (posters, evening programs, press releases, web content, etc.);
 - *Peter Mendell Award*: press releases, application submission notices and newsletters;
 - *Choquette-Symcox Scholarship* and the instrument bank: press releases and newsletters;
 - *Aida Scholarships* (artist assistance): site updates and application submission notices.

You will also oversee the work of the Digital Communications Officer, including the redesign of the website of Jeunesses Musicales Canada and its Foundation, website and social media updates, and email marketing.

As head of press relations, you will:

- Respond to inquiries from media and specialists;
- Plan and coordinate interviews between media representatives, broadcasters and artists;
- Supervise unveiling activities and premieres;
- Keep the necessary documentation for the promotion of the organization and its productions up-to-date;
- Manage and update the communications department's contact database.

You will be involved in establishing and promoting the brand image:

- Ensure the visibility and proper understanding of the Jeunesses Musicales Canada brand by the public and partners in connection with strategic planning;
- Develop the organization's internal and external communication plans;
- Play a consultative role with respect to the organization's mandate and priorities;
- Ensure that the organization's positioning is consistent across all levels of communication;
- Develop an advertising placement strategy.

Finally, you will be responsible for the proper conduct of the following administrative tasks:

- Production of all tools for the JMC internal network;
- Supervision of Chapters Telegram content;
- Monitoring and compliance with the communications budget;
- Responding to the needs and ad hoc requests of general management and the artistic department in your areas of expertise;
- Gathering of data and statistics and preparation of activity reports for development, marketing and private financing purposes;
- Monitoring of JMC stationery inventory;
- Compilation of the annual and project press reviews;
- Legal deposit;
- Any other task related to the smooth functioning of the organization's operations.

In order to fill this role, you must have a bachelor's degree in communication, marketing or another relevant field and a minimum of 2 years of experience in a cultural organization. You must be familiar with the Microsoft Office and Adobe Creative suites. You have a good knowledge of the internet, social media, and the cultural and classical music sectors. You must be bilingual and fluent in written and spoken French.

You have demonstrated integrity, tact and diplomacy, with excellent communication and business negotiation skills. You know how to work tactfully with internal and external contacts. You are a proactive person with the capacity to work in a team and under pressure. Your organizational skills and sense of priorities give you the ability to work on several issues in parallel. You are independent and have a great capacity for adaptation and learning. Curious, versatile and creative, you have the ability to respond to the various communication project challenges with innovative solutions, in collaboration with different stakeholders. Meticulous and detail-oriented, you are available to work occasionally in the evenings and weekends at assemblies and concerts.

Start of functions: April 29, 2019

Full-time (35 hours per week)

Salary competitive with sector standards, plus social benefits.

Please submit your application (resume and cover letter) by April 9, 2019 at 9 a.m., to the attention of:

Danièle LeBlanc
Jeunesses Musicales Canada
305 Mont-Royal Avenue East
Montréal, QC, H2T 1P8

By email: dleblanc@jmcanada.ca

Only selected candidates will be contacted.